



# Kristin Sikes Graphic Designer

## Contact

Kristin Sikes  
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## Education

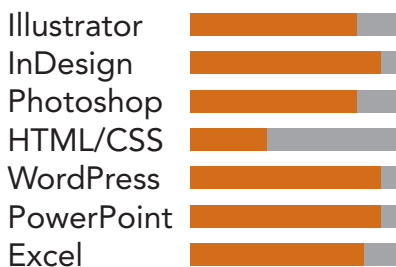
Fall 2012  
BFA Communication Design,  
Texas State University

Deans List Fall 2010  
& Spring 2011

## Qualities

Organized  
Creative  
High attention to detail  
Honest  
Multi-tasker  
Dedicated  
Dependable  
Eagerness to learn  
Ability to meet deadlines

## Skills



## Achievements

Summer 2012 received honorable mention on all four posters submitted for Poster for Tomorrow's "Gender Equality" contest

## Experience

January 2019–March 2020, Senior Graphic Designer at NewPoint Media Group (Homes & Land)

*Was laid off along with 90% of the company due to COVID-19*

Job Responsibilities:

- Successfully launched the groundbreaking Print to Digital campaign as the sole graphic designer self-taught on using the new technology. Digimarc allows images to be scanned with an app once the pixels are coded. I was the test pilot to help IT determine guidelines to follow and which directions to head in for them to create automation system.
- Produced over 43 magazines ranging from low to high end real estate
- Responsible for heavy Photoshop editing to make photos cover worthy
- Create folder in Online Ad Maker to match exactly what the advertiser wants in the print ad such as featured properties, descriptions, photos, headlines, etc.
- Design ads for a variety of publications including making changes until receiving final approval from the advertisers
- Updated cases in CRM to track progress for each individual ad
- Design marketing collateral and sales materials such as media kits, flyers, print ads, direct mail items, e-newsletters, sales agreements and more
- Manage and organize brand assets in Brand Folder
- Created and updated brand style guide and do's and don'ts guide with examples for what is and is not allowed in the ads
- Responsible for reviewing ads created by other designers to ensure they follow brand guidelines for maximum number of listings allowed on a page, dimensions, fonts, text size, etc.
- Member of the P2D committee responsible for reviewing publications before being sent to the printer to ensure all ads abide by brand standards and communicate what needs to be fixed or fix myself if needed
- Create InDesign files as templates for other designers to use to ensure they are meeting all necessary requirements
- Be available to franchisees at any time to help with troubleshooting any issues, give advice, and provide them with a resolution

January 2015–January 2019, Office Manager & Graphic Designer at Texas Seniors' Guides

Job Responsibilities:

- Update company website daily including posting events, adding new company profiles and posting weekly featured articles
- Use Constant Contact to create industry and senior e-newsletters complete with events, photos, new positions and new communities
- Design print and web ads to be used in the publications, online e-newsletters and website
- Proof read and format articles to be used in the publications
- Use InDesign to format and edit pages/files for final publications
- Responsible for updating company's Facebook page
- Record sales agreements and update spreadsheets to ensure artwork and articles are included in the appropriate publications
- Process payroll, manage financial bookkeeping and billing via Quickbooks for AR and AP, including sending invoices and collecting past dues



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## Experience

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April 2013–January 2015, Call Center Representative at Circuit of the Americas

Job Responsibilities:

- Answered the phones, responded to all email inquiries and sort and mailed major event and concert tickets
- Managed the lost and found, including keeping items organized and returning lost items to the owners
- Managed FedEx, USPS and guest accounts by changing passwords, and collecting/updating billing information
- Proof read and corrected typos on company website, also researched, verified and formatted information to put into a resource book
- Assisted design team by creating promotional material

February 2013–July 2013, Graphic Design Intern at Naturally Fit Magazine

Job Responsibilities:

- Produced multi page magazine spreads
- Responsible for designing print and web advertisements
- Conducted research for articles and featured products spreads
- Responsible for contacting companies to get their permission to use their photos and feature them in articles