

KRISTIN MARIE BORDEN

GRAPHIC DESIGNER

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EXPERIENCE

DETROIT METRO TIMES | FERNDALE, MI | JAN. 2013–OCT. 2016

- + Managed weekly press deadline procedures across Sales, Editorial, and Production departments:
 - Determined and adjusted editorial and ad placement throughout entire issue (68-224 pages each week)
 - Prioritized and delegated tasks to ensure tight deadlines were met
 - Carefully prepared, proofed, and sent final print files to press
 - Worked directly with web press printing company to ensure files met printer's specifications, and also addressed all printing errors in the finished product
- + Collaborated with Sales department to create original print ads, web ad campaigns, and email blasts
- + Developed original sales decks, one sheets, media kits, ads, etc. for Metro Times media and events
- + Designed cover art each week, as well as other editorial graphics, using original illustrations, photography, stock elements, and/or freelance art

DIY DECALS AND SIGNS | ANN ARBOR, MI | APR.–NOV. 2012

- + Designed vehicle wraps, mural wall graphics, 3D signage, and other print media
- + Frequent clients included MillerCoors, Red Bull, Proximo Spirits, and Comerica Park (Detroit Tigers stadium)
- + Regularly designed graphics to be installed onto unconventional, irregular, and/or 3D surfaces

EASTERN MICHIGAN UNIVERSITY | YPSILANTI, MI | MAY 2010–DEC. 2011

CAMPUS LIFE · UNIVERSITY ADVISING & CAREER DEVELOPMENT CENTER (UACDC)

- + Designed, from conception to delivery, printed promotional materials, web banners, and outdoor digital displays promoting Campus Life, UACDC, and other university organizations
- + Utilized and maintained office's wide-format printer, and hand-trimmed and mounted large posters and signage for display on campus
- + Worked directly with department president to develop branding for UACDC and initiated design transition of all academic advising forms and materials

TECHNICAL SKILLS

- + Proficient in Adobe Illustrator, InDesign, Photoshop, MEI AdForce, and Microsoft Office
- + Working knowledge of HTML, CSS, InCopy, and After Effects
- + Experienced with various methods of print setup and production, including wide-format, web press, and screen printing
- + Strong knowledge of print vs. digital file specifications
- + Experienced with photo editing and retouching
- + Comfortable with both Mac and PC platforms
- + Familiar with designing for/using social media apps

SOFT SKILLS

- + Showing initiative and efficiency when working alone as well as with others
- + Completing many projects simultaneously, consistently, and accurately, even under tight deadlines
- + Communicating with printing companies, artists, vendors, etc. to ensure file specifications are met
- + Cooperating with clients and sales staff to help them achieve their design goals and expectations
- + Designing for a wide variety of clients

EDUCATION

EASTERN MICHIGAN UNIVERSITY

Bachelor of Fine Arts, concentration in Graphic Design
Graduated Magna Cum Laude in 2011

REFERENCES

JIM COHEN

Associate Publisher, Metro Times | jcohen@metrotimes.com | 313.202.8031

PAUL MARTINEZ

Graphic Designer, Metro Times | martinez@metrotimes.com | 313.204.0375

JORDAN BOWENS

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