



# KRISTA LARSON

GRAPHIC DESIGNER

## CONTACT



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kristalarsondesigns.com

## SUMMARY

Dynamic and results-driven Art Director with a solid background in graphic design, bringing over four years of experience in the higher education sector. Currently spearheading creative initiatives and leading a team of college students as an Art Director at the University of South Carolina for the past two years. Prior to this role, excelled as a Graphic Designer within the same institution for over two and a half years. Adept at conceptualizing innovative ideas, managing projects from inception to completion, and fostering collaborative environments for optimal creative output. Known for leveraging expertise in design principles, coupled with strong leadership and communication skills, to achieve organizational objectives and elevate brand presence.

## WORK EXPERIENCE

### Art Director

Garnet Media Group, University of South Carolina | Feb. 2022 - Present

Directed and mentored a team of student graphic designers, fostering their skills in conceptualization and execution to deliver visually engaging designs for diverse projects.

Acted as the key point of contact with the printer, ensuring efficient communication and seamless production processes for the student newspaper and other publications, while upholding standards of quality and consistency.

Managed the budget for design and printing expenses, optimizing resources to achieve cost-effective solutions without compromising on creative integrity or project objectives.

### Graphic Artist

The National Resource Center, University of South Carolina | July 2019 - Feb. 2022

Created visual aspects of marketing media, conference materials, and layout publications.

Selected type size and style to enhance the readability of text and image.

Produced drafts for review and made revisions based on the feedback received.

Consulted with the team to create cohesive designs that strengthen the visual identity of the institution.

### Graphic Design Intern

Campus Recreation, University of South Carolina | Oct. 2018 - May 2019

Created visual assets for various projects, including print and digital materials.

Contributed to brainstorming sessions and design critiques, offering fresh perspectives and creative insights.

Completed assigned tasks and projects within established timelines, demonstrating adaptability and attention to detail in a fast-paced environment.

## EDUCATION

### Bachelor of Arts (B.A.)

Design & Visual Communications  
University of South Carolina | 2015 - 2019

### Awards and Honors

Cum laude

### Extracurricular Activities

Off Off Broadway: Graphic Designer via Public Relations

Student Gamecock Television

The PresTones Acapella Ensemble: Social Media Coordinator