

KRISTAL JACOBSON

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SOFTWARE SUMMARY

Creative: Adobe Creative Suite 5 (PhotoShop, Illustrator, Acrobat Professional, InDesign, AfterEffects)

Web: HTML, CSS, JavaScript, PHP, Dreamweaver, Flash, Printable, Fusion Pro, cross-browser compatibility

Office: Microsoft Office Suite (Word, Excel, Power Point, Access, Outlook)

Platforms: Windows, Mac, Unix, Irix, MS-DOS

PROFESSIONAL EXPERIENCE

Hexadamsel Design - Alameda, CA

June 2010 to Present

INDEPENDENT DESIGN CONSULTANT

- Provided custom websites, marketing collateral, social networking, and design consultation to over 15 client companies in a wide variety of industries, including software development, themed event planning, animal services, and hospitality.
- Client companies ranged in size between sole proprietors to companies with 300+ employees.

Pinnacle - Alameda, CA

September 2006 to March 2011

DIRECTOR, E-COMMERCE TECHNOLOGY & CREATIVE SERVICES

- Awarded the Top Professional award by my peers in 2007 & 2009.
- Built and maintained corporate e-commerce stores that centralized collateral, promotional products, and customizable templates like business cards, flyers, & brochures.
- Programmed simple and complex variable data templates using Fusion Pro, a proprietary Acrobat plugin for Printable, and JavaScript.
- Worked independently and with a team to create several client websites.
- Designed and developed collateral including brochures, business cards, trade show booths, e-mail newsletters, and other forms of marketing material for several clients.
- Worked closely with clients, consultants, vendors, and sales associates.
- Performed all department record keeping including billing, proposals, budgets, and account information.

MBH Architects - Alameda, CA

January 2004 to September 2006

GRAPHICS COORDINATOR

- Developed various forms of marketing material including mailers, advertisements, handouts, brochures, display boards, and presentations.
- Designed and developed an award winning company website.
- Acted as marketing liaison between two offices of the firm.
- Collaborated with key members of the firm to improve the company's marketing by developing a mailer schedule, website improvements, and solutions for better communication between offices.

MBH Architects - Alameda, CA

September 2002 to January 2004

ADMINISTRATIVE ASSISTANT

- Updated and maintained multiple project status reports, improving the overall communication between the company, the client, and the consultants.
- Organized and improved the performance of the department by compiling an Administrative Standards binder based on the processes created.
- Maintained and improved the firm's intranet and website.
- Assisted the Design Studio with creative projects, allowing them to concentrate on more complex tasks.

EDUCATION & TRAINING

Ex'pression College for Digital Arts - Emeryville, CA

September 1999 to January 2001

Associates of Applied Science degree in Digital Visual Media