



KRISTA SEIDL

Portfolio

KRISTASEIDL.COM

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EXPERIENCE

Krista Seidl Design Co.

CHICAGO, ILLINOIS
PROPRIETOR AND DESIGNER {FEB 2011-PRESENT}

User-interface design for web and mobile, brand development, logo marks, illustration, icon development, and print collateral.

Example Clients: EveryBlock, Samsung, VSA Partners, The Royal Order

The Royal Order of Experience Design

CHICAGO, ILLINOIS
SENIOR DESIGNER / ART DIRECTOR {JUL 2006-AUG 2008 & NOV 2008-FEB 2011}

Brand experience development, large- and small-scale eCommerce design, interactive modules, identity marks and print collateral.

Example Clients: CB2, The Kohler Co., Mozilla, Nature Made, Patagonia

University of Chicago Booth School of Business

CHICAGO, ILLINOIS
INTERACTIVE DESIGNER {AUG 2008-NOV 2008}

Interactive design with some IA, print, and identity solutions for programs and centers within the School of Business.

closerlook, inc.

CHICAGO, ILLINOIS
ASSOCIATE DESIGNER {MAR 2005-JUL 2006}

Business-to-business print collateral, environmental graphics, and web sites.

Example Clients: Accenture, Kodak, UnitedHealthcare

Museum of Contemporary Art Chicago

CHICAGO, ILLINOIS
DESIGN INTERN {FALL & WINTER 2004}

Typesetting museum signage, design of direct mail and advertisements

VOLUNTEER

EPIC {Engaging Philanthropy, Inspiring Creatives}

CHICAGO, ILLINOIS
HOST AND SENIOR DESIGNER {WINTER RALLY 2010}

EPIC pairs a team of creatives with a nonprofit organization for an eight-week, pro bono creative consulting session. My EPIC team worked with the American Nutrition Association to create various brand and marketing strategies that resulted in a wide-range of creative executions.

AIGA

CHICAGO, ILLINOIS

Editorial team; reported on events for the *Re:Member* newsletter {2007-2008}

Education team; helped organize the CPS Job Shadow Program {2009}

SOFTWARE KNOWLEDGE

Fluent

ACROBAT
ILLUSTRATOR
INDESIGN
PHOTOSHOP

Working knowledge

HTML5
CSS3
FIREWORKS
BASIC, TIMELINE-BASED FLASH
DREAMWEAVER
MICROSOFT OFFICE

REFERENCES AVAILABLE UPON REQUEST

EDUCATION

University of Notre Dame

NOTRE DAME, INDIANA {2000-2004}

B.F.A., Concentration in Graphic Design, Cum Laude

National Dean's List Student {2001-2004}

Notre Dame London Programme, Study Abroad {FALL 2002}