



# KRISTIN DILLER

LEAD DESIGNER

## PROFILE

Imaginative Designer with excellent analytical, research and collaboration skills. Decisive and persuasive leader with exceptional creativity and technical knowledge. Adept at successfully managing and coordinating projects from concept through completion.



**Phone:**

(419) 790-8744



**Contact:**

dillerkristin@gmail.com



**Portfolio:**

kristindiller.com/portfolio

**Feb. 2022 - Present**

Brand It Marketing  
Rockford, OH

## WORK EXPERIENCE

### Web Designer

- Enhanced functionality and appearance of website and repaired functionality issues.
- Troubleshoot technical issues and optimized websites for search engine optimization, performance and accessibility.
- Delivered services as web developer and webmaster, acting as project manager for platform transition.

**March 2019 - Feb. 2022**

Follow the Eyes  
Lima, OH

### Lead Designer

- Lead and contributed to creative team ideation meetings that translated into actionable project plans.
- Oversaw, guided and coached 3 designers.
- Evaluated and approved digital ads, email campaigns, and print pieces to deliver quality results.
- Established procedures and quality standards for department.
- Revamped work strategies and processes to accomplish agency objectives.
- Pursued business development opportunities and fostered positive relationships with clients through engaging presentations.
- Developed strategic digital campaign strategies that improved website traffic.
- Designed website layout with unique branded looks, and improved SEO that boosted website performance.

## EDUCATION

**2017 - 2019**

Modern College of Design  
Dayton, OH

### Associate Degree

- Applied Business in Design

**2013 - 2017**

Coldwater High School  
Coldwater, OH

### High School

- High School Diploma

## SKILLS

Adobe creative suite  
Creative team leadership  
Communications strategies  
Web design & SEO  
HTML & CSS  
Analytics and metrics