

KRISTEN ALDEN

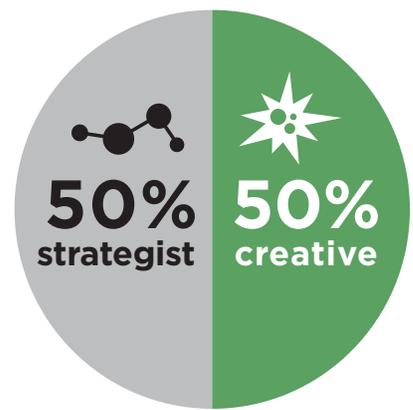
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“Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away.”
-ANTOINE DE SAINT-EXUPÉRY

i ABOUT

My personal design ethos is a balancing act of problem solving and personal expression. The technical and analytical functioning together with the creative and intuitive. The harmony of form and content. Strong and structured, yet flexible and free. I am a design thinker—passionate about aesthetics—and dedicated to helping create a world that is easier to understand through good design.



📁 EXPERIENCE

2013 – 2014

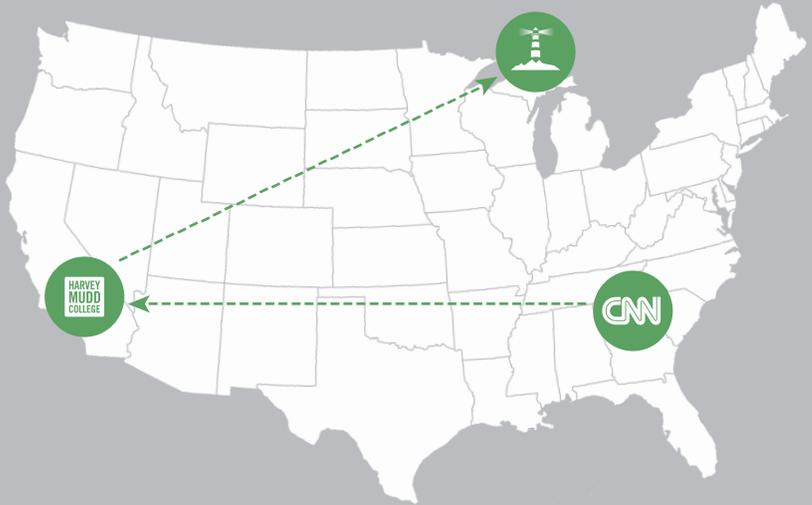
Deconstructed Detail
Freelance Designer

2011 – 2013

Harvey Mudd College
Graphic Designer / Web Designer

1998 – 2011

CNN – Cable News Network
Senior Designer / Design Supervisor



⚙️ PROFICIENCIES

Photoshop, Illustrator, InDesign, Digital Publishing Suite, Bridge, Acrobat Professional, Muse, HTML, CSS, Wordpress, Constant Contact and MailChimp E-mail Marketing, Function Point Workflow Management, Windows OS, Mac OSX, Microsoft Office, Digital Photography, Data Visualization

🔬 CASE STUDY

ROLE: Concept & Marketing Strategy, Art Direction, Graphic Design

PROJECT: The Stauffer Challenge

A matching challenge grant awarded to Harvey Mudd College to establish an endowed fund for student research in chemistry. The goal was to raise \$500,000, so when fully funded, the Stauffer Challenge would provide a total of \$1 million to provide access to summer research opportunities for all chemistry students.

QUANTITATIVE RESULTS: The campaign met its goal to raise the remaining \$141,708 of \$500,000 for student research in chemistry within a few months after its inception.

QUALITATIVE RESULTS: The Chemistry chairs said it was the smartest idea they've seen from the Communications Office and loved it so much that they printed a large-scale poster of the infographic to display within their department.

🏢 CLIENTS

health & fitness



higher education



media production



other



🎓 EDUCATION

1998

Auburn University

BFA Visual Communications

Graphic Design & Brand Identity

Past and current work responsibilities include: the design of marketing materials such as brochures, posters, invitations, logos, business cards, merchandise, signage, postcards, templates, self mailers and event publicity, responsive website design and general art direction for the web as needed, design, implementation and scheduling of e-mail marketing, meeting with clients to determine marketing needs, managing complex production schedules, coordinating services with outside vendors, organizing and maintaining publication and photo archives, scheduling and providing assistance at photo shoots, trafficking workflow, establishing internal project & employee goals, conducting periodic reviews, recruitment & hiring, mentoring, art direction, monitoring quality control, and the creation, promotion and maintenance of visual identity guidelines and graphic standards for clients' brand and marketing/messaging efforts.