

krista adams

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203.560.8005

education

UNIVERSITY OF DELAWARE
AUG 2011 - JUN 2015
BFA in Visual Communications.

professional development

AMBLE
NOV 2018

Chosen to participate in the pilot of Amble, a creative sabbatical program, where I worked closely with the Yosemite Conservancy on designs and illustrations for merchandise to be sold in bookstores throughout the park.

PENLAND SCHOOL OF CRAFT
JUN 2016

Received a work study scholarship to attend a 2 week workshop, Stitching as Drawing, at Penland School of Craft in NC.

skills

Adobe Photoshop, InDesign, Illustrator, Acrobat, Keynote | Illustration | Painting | Layout Design | Photography | Photo Editing | Basic Video Editing | Microsoft Office | Windows Live Writer | Powerpoint | Marketing Design | Brand Design

FREELANCE

MARCH 2023-PRESENT

Working with various clients, including Anthropologie Visual Team and Halfday Travel, a Bespoke Post brand.

UNITED BY BLUE

GRAPHIC DESIGNER | MAY 2022-MARCH 2023

Worked closely with the Creative Director and Copywriter on a breadth of digital and print projects including marketing emails, social media ads, catalogs, store signage and iconography design.

PENN LIVE ARTS

GRAPHIC DESIGNER | MAR 2021-MAY 2022

Worked closely with the Director of Marketing & Communications and Marketing Manager on a breadth of digital and print projects including social media graphics, ads, posters, signage, mailers, brochures, programs. Liaised with several printers, ensuring successful production of marketing materials.

ANTHROPOLOGIE

FREELANCE DESIGN + DISPLAY ASSISTANCE | DEC 2020-MAY 2022

Worked closely with the Display Team to create brand appropriate art and design elements to support seasonal concepts and launches, to promote consistency among all stores.

EASTERN NATIONAL

GRAPHIC DESIGNER | SEP 2019 - JUN 2020

Worked closely with the Marketing and Communications team as well as the Merchandising team to create consistent designs focused on brand consistency in print materials such as signage and hang tags and internal assets.

ANTHROPOLOGIE

GRAPHIC DESIGNER + VISUAL COMM. MANAGER | DEC 2017 - SEP 2019

Collaborated with both the Visual and Operations team to interpret seasonal concepts and create original designs for internal communication channels. Was responsible for streamlining and posting information to internal platform to communicate to stores.

ANTHROPOLOGIE

GRAPHIC DESIGNER | AUG 2016 - MAY 2017 | MAY 2017 - NOV 2017

Freelance & full time graphic design for the Visual Team at Anthropologie. Responsible for day to day design needs for display and merchandising communication to be sent to stores. Create brand appropriate art and design elements to support seasonal concepts and launches, to promote consistency among all stores.

MOLE STREET

GRAPHIC DESIGN INTERN | JUL - AUG 2016

Aided in brand explorations for several clients as well as day to day design work.

ANTHROPOLOGIE

INTERN | SEP 2015 - MAY 2016

Visual Communications intern for the Visual Team at the Anthropologie home office on the URBN campus.