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# Kerrisa Olinger

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 763.232.9480

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## PORTFOLIO LINK

[www.khportfolio.com](http://www.khportfolio.com)

## EDUCATION

B.S., Marketing  
Iowa State University

## SKILLS

**Adobe Creative Cloud:** Acrobat, After Effects, Illustrator, InDesign, Photoshop, XD

**Microsoft Office:** Word, Excel, PowerPoint

**Other:** Mail Chimp, Word Press (No Coding Experience)

## EXPERIENCE

### Graphic Design Manager

**Putco Inc: Truck Accessory Manufacturing**

**July 2023 - Current**

- Develop effective designs and layouts, including logos, trade show displays, print and digital publications, catalogs, web ads, sell sheets, packaging, and brochures.
- Design and prepare digital promotions, including e-blasts, websites, banners, social media, and marketing collateral.
- Responsible for overseeing photographer assignments.
- Complete assignments in a timely, accurate, and professional manner.
- Proofread and ensure the accuracy of details such as font type, size, color, copy, and product specifications.
- Follow existing brand guidelines for multiple product lines.
- Create brand standards for new products.
- Edit digital photography of products.
- Stay current with graphic design technology and trends by attending monthly online Adobe conferences.

### Freelance Graphic Designer

**AIM/North Metro Tree Service**

**May 2021 - Current**

- Develop visually engaging branding materials including logos, business cards, brochures, and apparel.
- Utilize Adobe Creative Suite (Photoshop, Illustrator, InDesign) to design and edit graphics for both print and digital platforms.
- Maintain brand consistency across all marketing materials while adapting designs to suit various mediums and audiences.
- Manage multiple design projects simultaneously, meeting deadlines and exceeding client expectations.

### Volunteer Graphic Designer

**Camp Sweet Life: Type 1 Diabetes Non-Profit**

**December 2022 - November 2023**

- Established brand guidelines through analysis of existing collateral.
- Facilitated board meetings to gather project insights, goals, and approvals for camp materials such as brochures, flyers, social media content, apparel, and logos.
- Orchestrated collaboration with a volunteer printing company to launch and oversee the camp apparel store, ensuring quality output within budget.