Teresa Kriegsman

CREATIVE DIRECTOR

Raleigh, NC

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919.931.3929 mobile

I take a creative visual approach to curating and presenting content
for maximum accessibility, engagement and understanding.

Experience

S&A Communications

Creative Director

Cary, NC
Jan 2017 - May 2026

S&A Communications

Director, Digital Strategy & Design

Cary, NC
Oct 2012 - Dec 2016

Collaborate with management team to develop marketing strategies for S&A Ccommunications and its clients. Work with account managers, editors, writers, public relations practitioners and others to create and design digital elements for all media. Manage all projects for Digital Department. Mentor and coach members of the creative teams. Responsible for talent acquisition.

Creative Strategist/Information Designer

Raleigh, NC
Aug 2011 - Present

Curate and create visual content for books, ebooks, magazines, posters, presentations, brochures newsletters, invitations and programs for clients in health care, government, consulting, business and the arts.

S&A Cherokee

Cary, NC
Mar 2012 - Oct 2012

Graphic Designer

Design print and digital collateral, including publications, display ads and email newsletters.

School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill

Chapel Hill, NC

Adjunct professor

Fall 2011, Spring 2014
Instructor for J482: Newspaper Design, an in-depth look at the techniques and tools used for producing well designed newspaper pages.

The News & Observer

Raleigh, NC
May 2003 - Sep 2011

Design Editor

As a member of the newsroom's management team, I ensured The News & Observer's design complemented and strengthened the quality and impact of its content and brand. I steered the design team through change by helping members adapt quickly to new work practices and ensuring they had the skills and tools to succeed. In addition, I consulted with and coached designers on how they could help the organization achieve its objectives.I also managed budget, productivity, staffing and personnel development issues.

Skills
• Combined design, writing and editing expertise to produce content for diverse audiences.
• Collaborated with writers, artists and photographers to create award-winning designs
• Adapted quickly and seamlessly to rapidly changing priorities and situations.
• Kept a level head and a steady hand in high-pressure environment.
• Managed multiple projects to meet "can't-miss" daily deadlines.
• Assessed complex challenges quickly; identify and execute steps for successful outcome.
• Fostered environment in which people are respected, valued and challenged.
• Cultivated a climate of ideas, working to bring them forward from others.
• Coached team members to strengthen design and management skills.

Selected accomplishments
• Reduced operating and production costs
• Integrated design of four newspapers into existing N&O workflow.
• Redesigned multiple sections to decrease newsprint demand.

Increased efficiencies during intense organizational change
• Redeployed staff after department cuts.
• Boosted staff versatility through ongoing cross-training program.
• Trained staff on CCI, an Oracle-based content management system.
• Strengthened online brand as part of newsobserver.com redesign team.

The News & Observer

Raleigh, NC
1998 - 2003

Assistant Design Editor

• Contributed to a creative team by producing superior original work.
• Planned and designed pages, largely free from supervision and direction.
• Conceptualized and executed visual coverage for enterprise stories.
• Coordinated workload, including special projects and prototypes.
• Communicated across departments on coverage needs and priorities.
• Trained and mentored junior staff to promote success and progress.
• Provided feedback to supervisor for staff performance reviews.

The News & Observer

Raleigh, NC
1995 - 1998

Lead Sports Designer

• Designed pages to provide a compelling, comprehensive sports report.
• Conceived creative, fresh ways to display content.
• Planned and executed special sections.
• Coached other Sports staff on best design practices.

The News & Observer

Raleigh, NC
1988 - 1995

Copy Editor/Designer

• Ensured accuracy in spelling, punctuation or grammar.
• Wrote strong, clear, conversational headlines and captions.
• Met multiple daily deadlines.
• Proofed pages and graphics.
• Exercised strong news judgment.

The High Point Enterprise

High Point, NC

Reporter

Summer reporting intern in Features Department, 1986
Summer reporting intern in News Department 1987

Education

N.C. State University

Raleigh, NC
2015 - 2016

Webmaster Certificate

University of North Carolina at Chapel HIll

Chapel Hill, NC
Aug 2011 - May 2014

Master of Arts in Technology and Communication

The program focuses on interactive media, the Internet and digital economics, addressing issues that are reshaping journalism and mass communication in the 21st century.

University of North Carolina at Chapel HIll

Chapel Hill, NC
2007 - 2009

Certificate in Technology and Communication

The Certificate in Technology and Communication helps students see how technology has changed the way people live, think and communicate.

Courses completed:
• Visual Communication and Multimedia
• Writing for Digital Media
• Computing Concepts and Issues: Power Tools for the Mind
• Database and Web Research

University of North Carolina at Chapel HIll

Chapel Hill, NC
1984 - 1988

Bachelor of Arts in Journalism

Phi Beta Kappa
Reporter, The Daily Tar Heel
Assistant Design Editor, The Daily Tar Heel
Adams Award for Excellence in Mass Communications Law

Proficiencies

Software

Adobe CS6
WordPress
Microsoft Office

Honors

2016 APEX Award

Most improved website/redesign

Society of News Design

Four individual Awards of Excellence
Judge at annual competition, 2005
World's Best Designed Newspaper, 1998

N.C. Press Association

First place, Appearance and Design
2007, 2008

Associated Press Sports Editors

APSE Triple Crown
(Top 10 in Daily, Sunday and Special Section categories)
1996, 1997,1998
APSE Top 10 design, 1997

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