Kristin J. Easton

DIRECTION + DESIGN

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770.827.3680 mobile

Accomplished Senior Art Director with over 25 years of expertise in design and studio management, known for leading creative teams and driving brand strategy. Adept at enhancing brand visibility and user engagement through strategic design initiatives, and fostering a collaborative and innovative work environment.

Experience

Sr. Art Director

Santa Monica, CA
Apr 2019 - May 2024

IMDb/IMDbPro (An Amazon Company)

• Spearheaded the creation of a comprehensive brand experience for IMDbPro, including leadership presentations and full guideline development.
• Engineered a creative ticketing, intake, and review process to streamline operations.
• Collaborated with marketing to design impactful visuals for promotions, event collateral, and email campaigns.
• Partnered with PMs and developers to enhance key UX experiences, such as modernized signup flows and updated landing pages.
• Produced and narrated a series of instructional videos to improve user engagement with product features.
• Participated in committees addressing broader marketing concerns, including architecture, naming, and user perception.
• Led the development and implementation of brand strategies and design guidelines, ensuring alignment with brand strategy and user experience.
• Managed and mentored creative staff, fostering a collaborative and innovative work environment.

Art Director

fabric.com (An Amazon Company)

Kennesaw, GA
Mar 2016 - Apr 2019

• Directed creative and product photography teams, ensuring high quality output.
• Developed initial brand direction and guidelines for fabric.com, enhancing brand visibility.
• Initiated a photography process change, resulting in significant cost savings.
• Established a creative briefing system and Kanban flow to optimize job traffic management.
• Contributed to asset creation during peak periods to maintain project timelines.
• Developed HTML for customizable landing experiences, empowering marketing teams to create new experiences independently.
• Enhanced brand visibility and user engagement through strategic design initiatives.
• Streamlined creative processes to improve efficiency and output quality.

Corporate Designer

PowerPlan

Atlanta, GA
Jun 2013 - Oct 2015

• Led the redesign of the company website from schema through wireframes, enhancing user experience.
• Directed and designed collateral, trade displays, and sponsorship marketing materials.
• Developed infographics and multimedia campaigns for sales, boosting engagement.
• Managed vendor relationships to ensure quality production of marketing materials.
• Designed updated user interfaces for software offerings, improving usability.
• Conceptualized and produced print deliverables and presentations for the global user conference "PLANET."
• Drove the successful execution of marketing campaigns and promotional materials.

Art Director

Servigistics, Inc.

Atlanta, GA
Feb 2006 - May 2013

• Designed marketing campaigns and sales support materials, enhancing brand communication.
• Led teams in Asia Pacific and Europe to create internationally relevant collateral and templates.
• Developed HTML emails and newsletters to support marketing efforts.
• Managed targeted client nurturing campaigns, including personalized collateral and presentations.
• Enhanced brand visibility and user engagement through strategic design initiatives.

Senior Designer

SunTrust Banks, Inc. (now Truist Banks)

Atlanta, GA
Apr 2004 - Feb 2006

• Assisted in managing and implementing the rebranding of SunTrust Bank and National Bank of Commerce.
• Led design efforts for freelance staff and production specialists in the absence of the Senior Art Director.
• Created sports marketing creative for NASCAR, GrandAm, and Falcons promotional products.
• Developed illustrations and artwork for sponsorship marketing and charity events.
• Designed package solutions for direct mail and in-store promotional items.
• Enhanced brand visibility and user engagement through strategic design initiatives.

Skills

- Creative Leadership
- Collaboration
- Vendor Relationship Management
- Problem Solving
- Brand Development
- JIRA (Kanban Workflows)
- Microsoft Office
- Visual Communication
- Creative Staff Management
- PowerPoint
- Training
- Team Management
- Project Management
- HTML
- Adobe Creative Suite
- UX Design

Education

Bachelor of Fine Arts in Graphic Design

Louisiana Tech University

Ruston, LA
Sep 1995 - Feb 1999

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