

Christen K Monroe

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SUMMARY

With a decade of hands-on experience in graphic design, I bring a wealth of expertise to the table. Proficient in the Adobe Creative Suite, along with a strong command of HTML, CSS, and JavaScript, and I have honed my skills to seamlessly merge creativity with technical proficiency. I am eager to leverage my extensive graphic design background to contribute effectively to dynamic projects and continue pushing the boundaries of visual creativity.

EXPERIENCE

Graphic Designer February 2018 - May 2022
KBDB3, LLC Raleigh, North Carolina

- Increased advertising response by 10% over the prior month by designing new advertisements and logos for community programs, as well as merchandise to be distributed at events.
- Designed and illustrated a "Culturally Competent Care" curriculum for the staff of a non-profit organization, resulting in 30% more staff trained.

Graphic Designer August 2019 – October 2019
UNC-TV Durham, North Carolina

- Updated digital and print event advertisements for "Rootle's Block Party Live" at the NC State Fair, increasing attendance by 10%.
- Created custom illustrations to accompany advertisements with a reach of over 300,000 people.
- Increased brand awareness by 5% through the design of a staff shirt with the company logo for the NC State Fair.

Graphic Designer June 2016 - January 2018
Carrot Top Industries Inc. Hillsborough, North Carolina

- Increased sales by 30% by creating graphics for print production for various vendors, which included flags, tents, and other outdoor and indoor event equipment, using Adobe Illustrator.
- Designed and implemented a new system for organizing and categorizing project assets that reduced design time by 15% and improved communication between team members.

Graphic Designer January 2014 - March 2016
BBH Media Durham, North Carolina

- Led the design for the revitalization and creation of our internal CRM system, which cut access time by 46%, while cultivating design trends regarding the Front-End design interface and user experience for our client's web applications and websites.
- Created, edited, and designed marketing materials for 11 trade shows, in addition to the corporate website, to increase traffic by 52% and sales by 20%.

EDUCATION

Associate of Science in Web Development
Wake Technical Community College • Raleigh, North Carolina • Projected Graduation 2025 • 3.5

Bachelor of Arts in Graphic Design
Art Institute of Raleigh-Durham • Durham, North Carolina • 2011 • 3.75

SKILLS

Hard Skills: HTML, CSS, JavaScript, Graphic Design, Wireframe, Mockups, Journey Maps, Adobe Creative Suite

Soft Skills: Brainstorming, Ideation, Experimentation, Innovation, Critical Thinking, Adaptable, Self-Starter, Quick Learner, Self Sufficient