

kristi powers

ART DIRECTOR

KNPOWERS.COM

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703-362-2495

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN

B.F.A. Graphic Design
Minor: Advertising
Summa Cum Laude
2014-2017

SKILLS

Adobe Creative Suite
XD / Sketch / Figma
Print / Digital / Social / Web
UX / UI / Experiential
Integrated Campaigns
Branding / Concepting
Illustration / GIF Queen

EXPERIENCE

HAVAS LIFE NEW YORK

SR ART DIRECTOR / JAN 2022-PRESENT

Sanofi / Concepting branded and unbranded campaigns to prepare for drug launch. Supported by executing HPC and Patient facing tactics optimized for both US and Global application. Some tactics include: websites, MOAs, MODs, HCP convention materials and experiences, etc.

Zoetis / Concepted and executed print, digital, social, web, and video tactics across multiple channels of business and brands for the world's leading animal health company. Also launched a Zoetis Dermatology campaign at two of the leading veterinarian expos in the country and world.

Provided conceptual and executional support for other brands under Amgen, Optinose, Pfizer, Sanofi, and UCB.

FCBCURE NEW YORK

SR ART DIRECTOR / AUG 2021-JAN 2022

Yescarta / Concepted and executed print and digital tactics for the US facing business.

MRM DETROIT

ART DIRECTOR / APRIL 2018-AUG 2021

General Motors Rewards Cards / Concepted and executed tactics for GM's line of credit cards. Some tactics include: animated social posts, new car owner welcome messaging and application, an instructional video, and concepted how the brand could positively contribute to society during the COVID-19 pandemic.

Go-to person for internal projects, such as how the agency conceptually and visually celebrated International Women's Day.

THE WALT DISNEY COMPANY

ART DIRECTOR INTERN / JUNE-DEC 2017

Yellow Shoes Creative Group / Supported Disney parks and resorts through concepting and executing print, digital, social, and web tactics.

HONORS & AWARDS

Silver at The D Show / 2019
Gold "Integrated Campaign" SCADDY / 2017
SCAD Secession finalist / 2017
SCAD's Out To Launch participant / 2017
23rd Foundation Studies Honors Show, First place / 2015