

Kristina Baalerud

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EDUCATION

General Assembly
2019, UX/UI Design

University of South Carolina
2012 – 2016
BA: Visual Communications
and Psychology
GPA: 3.53, Cum Laude

Art Institute of Atlanta
2011, Graphic Design

SKILLS

Graphic Design, Art Direction,
Creative Strategy, Branding,
UX/UI Design, Web Design,
Photography, Typography

InDesign, Illustrator,
Photoshop, Lightroom,
Microsoft Office, Acrobat,
Sketch, Miro, Smartsheet

AWARDS

Platinum Homer Award
Total of 26 recognitions for
leadership in innovation,
productivity, process
improvement and special
projects at The Home Depot

2018 Audience Choice
Award for Digital Design
at Adobe Creative Jam

EXPERIENCE

The Home Depot Catalog Designer • 2019 to Present

Product and story planning, art direction, layout design, proofing and execution of print and digital home decor catalogs. Collaboration with photo studio and interior designers on set builds, talent selection, propping and shot composition for images used across catalog, web, social and promotions. Market research and competitor analysis to optimize content and track trends. Took initiative to reinvent our digital catalog for a web-tailored user experience.

Special Projects: Designed and directed digital flooring and influencer catalogs. Created FIFA advertising concepts, experimental cover designs, social media skins, billboards, magazine ads and shirt designs. Graphic Design lead for Creative Hive events for 4 years.

The Home Depot Production Artist • 2016 to 2019

Newsprint: Pre-planning, creating layouts, art direction and collaborating with Advertising Coordinators to ensure accuracy of nationwide circulars.

Super User for beta-testing, development and implementation of Lago (a dynamic InDesign plug-in for the production of mass-market circulars). Responsible for troubleshooting through beta and post-launch. Developed core assets/templates and facilitated training.

The Carolina Agency Visual Communications Specialist • 2016

Worked with local clients to develop visual identity systems, marketing strategies, packaging and photography. Led rebranding for Naturally Carolina Soap.

The CaPTA Group Design/Photography Intern • 2015

Created advertising material, signage and templates for a nature and wildlife tourism agency in Australia. Photographed attractions, and organized photo library for websites, social media and promotional uses. Improved web content and user experience.

Sagepath Digital Agency Advertising Intern • 2014

Focused on advertising, creative design, strategy and user experience for Coca-Cola, The Home Depot, NAPA and Crispin Cider.