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Kristen Castillo

Senior Graphic Designer + Project Manager

Education

BFA in Graphic Design

The Illinois Institute of Art
2009 / Cum Laude

Software Skills

Adobe Creative Suite

InDesign, Illustrator, Photoshop, XD

Microsoft Office Suite

PowerPoint, Excel, Word

Figma

VS Code

ADA Accessibility

Design Skills

Design Principles

Hierarchy, Balance, Visual Flow

Ideation

Research, Evaluation, Development

Communication

Transparency, Relationship Building

Strategy

Resource Allocation, Planning

Problem Solver

Collaboration, Critical Thinking

References available
upon request.

Design Experience

Senior Graphic Designer + Project Manager

Tweyen Inc. | July 2014 – Present

- + **Project Development and Growth:** Spearheaded the growth of client portfolios, including Retail and Business Development Teams, by building trust and delivering innovative solutions, leading to increased repeat and long-term partnerships.
- + **Client Relationship Excellence:** Fostered trusted client relationships through clear communication, healthy boundaries, and proactive collaboration, ensuring on-time delivery by leading weekly meetings to prioritize objectives and maintain transparency.
- + **Process Optimization:** Streamlined workflows for multi-phase projects, enhancing efficiency and fluency while boosting client satisfaction.
- + **Cross-Functional Collaboration:** Partnered with design and HTML teams to develop impactful marketing emails, seamlessly combining creative design with technical execution.
- + **Mentorship & Team Development:** Onboarded, trained, and mentored new team members, nurturing skill development and supporting colleagues to inspire excellence and collaboration within the design team.

Lead In-House Graphic Designer

NADCA | December 2009 – July 2014

Lead the production for multiple house-ran trade shows each year, plus the design and layout of two bi-monthly technical magazines. Assisted in the production of numerous technical publications and collaborated with the team on themes for upcoming tradeshow and special events. Responsible for wearing many hats to help where needed.

Volunteer Experience

Agency Showcase Judge

IAPD/IPRA / 2019 – Present

Career Skills Panel

Buffalo Grove High School / 2023

Publications + Social Media Chair

AHCCB / 2014 – Present