



KRISTEN TORRALBA | Visual + Social Design

kt-art.com | kristen@kt-art.com | 323-829-1412

EDUCATION

Art Center College of Design
09/2014–04/2018, Pasadena, CA

Bachelor of Fine Arts in Illustration
with Designmatters Minor in Social Innovation

WORK EXPERIENCE

Aztlan Athletics, LLC
09/2018–present

- Freelance Graphic Designer**
- Creating promotional materials for running marathon events that serve as fundraisers for partnering non-profit organizations.
 - Conceptualizing visual identity for each event based on mission and purpose of beneficiary and applying it throughout digital assets and print media.
 - Preparing files for production and organizing them for communal access among the team.
 - Upgraded sponsorship deck to present to companies for potential support of events.

Jolt Sport
03/2019–05/2019

- Freelance Graphic Designer**
- Revitalized e-commerce website for early stage company with new brand identity and written content.
 - Established new organization systems for e-mail marketing and inventory tracking.

Altadena Poetry Review
04/2019

- Freelance Graphic Designer**
- Designed book cover for Altadena Poetry Review anthology with consideration for typography, imagery, and composition.

Createathon, verynice.
08/2018

- Design Volunteer for Dwelle Collaborative**
- Designed website within 24 consecutive hours, alongside team, for non-profit organization with attentiveness to navigation and user experience specific to client's needs.

CAMPUS EXPERIENCE

ACSG DesignStorm Proposal
03/2018–04/2018

- Project Lead**
- Cultivated concept of student-led DesignStorms and created pitch-deck to present to potential stakeholders.

Art Center Student Government
01/2017–12/2017

- Director of Student Solutions**
- Collected feedback and ideas from student body and worked with ACSG, campus committees, and Provost to formulate community-based solutions.
 - Pioneered and facilitated various projects such as Course Proposal forms, the Collaboration Zone with ACSG Office Hours, and a regularly-held Open Mic Night that encouraged expression amongst students.

DesignStorm: Future of Vans
07/2017

- Student Designer**
- Worked with interdisciplinary team on a 3-day brainstorming project exploring the future of immersive brand experiences.

RECOGNITION

ACCD Scholarship
2014–2018

ACCD Gallery
Integrated Studies,
2014–2017

DIGITAL SKILLS

Proficient In:
Adobe Photoshop,
Illustrator, InDesign,
Acrobat, Microsoft Office,
Keynote

Familiar With:
Adobe After Effects,
HTML + CSS, Sketch

TRADITIONAL SKILLS

Printmaking, Quick
Sketching, Painting,
Photography, Letterpress
Printing, Book-binding