

# Kristel Cornell

**HOME** 2712 W. Gunnison St 1st Floor  
Chicago, Illinois 60625

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**EXPERIENCE** **Art Director** / Mar 05 - Present  
Hanson Dodge Creative, Milwaukee, WI

Ongoing work for Kmart Design and Wilson. Interactive, branding, print, and product launch creative for Trek Bikes and Johnson Outdoors.  
Extensive client contact and team-based collaboration.

**Designer** / Jan 03 - Mar 05  
Hanson Dodge Creative, Milwaukee, WI

Design for Horizon Fitness and Trek Bikes. Robust e-commerce, brand/product experience interactive, catalogs, trade show, point of sale and packaging.

**Intern** / May 02 - Dec 02  
Hanson Dodge Creative, Milwaukee, WI

**QUALIFICATIONS** Excellent design, typography and motion graphics instincts.  
Passionate about using design to solve real world challenges.  
Conceptual and strategic brainstorming.  
Leading designers, developers and account staff in multi-disciplinary teams.  
Copy direction, editing and conceptual copy development.  
Quick on the uptake. Curious about everything.  
Creating compelling narratives that speak to diverse or specific markets.  
Presenting work in a way that addresses real business issues.  
Listening to clients' needs and balancing them with a beautifully-executed solution.  
Well-versed in interactive, social and mobile media.  
Extremely easy to work with. Zero ego.  
Highly-organized, precise workflow.  
In-studio and on-location photo direction.  
Print process (paper, spec, on-press approvals).  
Clear verbal and written communication.  
Expert knowledge of the Adobe Photoshop, Illustrator & InDesign.

**EDUCATION** **University of Wisconsin - Milwaukee** / Fall 00 - Winter 02  
BFA Graphic Design, Minor Art History

**University of Wisconsin - Madison** / Fall 98 - Spring 00  
Graphic Design & Material Science Engineering

**AWARDS & FEATURES** **Pixel Award Top 5 Nominee** / Nov 09  
Wolverine 1000 Mile Boot Collection Product Launch Site

**Featured in *What is Branding?* by Matthew Healey** / RotoVision 08  
Horizon Fitness Brand Standards, Old Town Cayuga Ad, AFG Brand Ad

**AMCP Hermes Creative Awards** / May 08  
Humminbird.com, JohnsonOutdoors.com, EurekaTent.com

**Web Marketing Association** / Oct 07  
Escape Watercraft - Outstanding B2B Website

**REFERENCES** Upon request