

## SENIOR ART DIRECTOR

# *Kristen Kong*

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## About

I'm an illustrator turned designer with a knack for graphics that leave you with a warm fuzzy feeling inside. I have worked with large and small teams to create campaigns, rebrand companies, illustrate complicated concepts and get noticed on social channels.

## Skills

Adobe Photoshop  
Adobe InDesign  
Adobe Illustrator  
Sketch/Figma  
Campaign conception  
Photoshoots  
Data visualization  
Email design systems  
Social campaigns  
Video shoots

## Let's keep in touch

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## Education

**Miami Ad School**  
San Francisco, CA  
Certificate in Art Direction

**Art Center College of Design**  
Pasadena, CA  
BFA in Illustration

## Experience

### Zillow Premier Agent | Sr Art Director (2018-present)

- Oversaw a small team to develop the new look and feel of ZPA and "Best of Zillow" our high-performing agent recognition program. This filtered down to every touchstone of our business.
- Managed a small team to design and implement our email marketing campaign for Zillow Offers, our #1 priority for 2020.

### Trulia | Art Director (2015-2018)

- Turned complicated housing data into easy-to-understand blog articles such as "Priced Out" or "Where Rent is too High". Reposted by FastCompany, CNN Money and CityLab.
- Conceptualized online marketing, event and swag graphics to promote Trulia's new feature: Neighborhood pages.

### CalAcademy of Sciences | Infographic Designer (2012-2015)

- Developed 3d exhibit interactives, branded emails, and swag for exhibits such as "Whales, Giants of the Deep" and "Built for Speed".
- Lead designer for educational public programs such as "How does ocean acidification affect us?"

### Sierra Club | Assoc. Art Director (2011-2012)

- Was full stack designer for microsites, social campaigns and ads for initiatives such as Beyond Coal, Beyond Oil, Solar Power, Outings (outdoor tours program) and Climate Change education.

### Razorfish | Jr. Art Director (2009-2011)

- Clients include: Best Buy, Intel, Mattel, Munchkin.
- Designed digital ads, websites, environmental and print graphics.