

# CHRISTINA KOLM (TINA KOLM)

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## ART DIRECTOR / GRAPHIC DESIGNER / EDUCATOR

*Talented, goal-oriented leader with demonstrated expertise leading innovative and highly effective designs from concept phase through production. Held creative positions at Hallmark Cards and Time Warner.*

Excellent ability to interpret client requirements and market trends to create innovative and unique designs to capture market share. Mentor high-caliber teams to thrive in dynamic environments and consistently meet project deadlines. Leverage innovative techniques to ensure cutting-edge results and high visibility. Possess expertise in all aspects of graphic design, layout, color selection, and production.

*~ Areas of Emphasis ~*

- Adobe Design Applications
- Product Development / Packaging
- Licensed Property Merchandising
- Brand & Corporate Identity
- 2D and 3D Design Techniques
- Marketing / Promotional Collateral
- Team Leadership / Mentoring
- Market Research / Trend Analysis
- Newsletters / Brochures / Catalogs
- Project Coordination / Execution

## PROFESSIONAL EXPERIENCE

**ASSISTANT PROFESSOR** (*temp in '08*) / **ADJUNCT PROFESSOR, 2003 TO PRESENT**  
JOHNSON COUNTY COMMUNITY COLLEGE – OVERLAND PARK, KS

*Teach courses in Adobe Applications and Graphic Design including Photoshop I & II, Illustrator I & II, InDesign I, Introduction to Macintosh, Typography, Introduction to Graphic Design, 2D Design and Drawing and Media Methods.*

Develop effective training and instructional materials and lesson plans based on program requirements encompassing computer techniques, file management, elements and principles of design and effective visual communication. Mentor students and foster creativity. Counsel students during enrollment periods and present program overview. Maintain contacts with business community. Select professionals to evaluate student portfolios. Participate in department meetings.

*Selected Achievements:*

- Increased course load each semester based on demonstrated talent and positive evaluations from students, colleagues and administration.
- Introduced new materials and techniques as necessary to ensure comprehensive learning experience.
- Positively impacted student success; student artwork has been displayed and one student achieved Silver and Gold Ad Club awards for projects completed as part of class assignments.
- Played key role in retaining beginning students and increasing enrollment semester-over-semester.
- Attended 2008 AIGA Design Educators' Conference "Social Studies: Educating Designers in a Connected World."
- Received accolades from professors for commitment to promoting program goals and building collaborative, supportive relationships with colleagues.

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- Delivered engaging presentation on Ellsworth Kelly painting for Night at the Museum event attended by students, faculty, and members of the public.
- Successfully obtained Certified Adjunct Instructor status.

**GRAPHIC DESIGNER & MARKETING CONSULTANT, 2003 TO PRESENT** (*intermittent*)  
INDEPENDENT CONTRACTS – LENEXA, KS

*Consult with clients to create effective marketing strategies to promote products and services to a broad audience.*

Assess client needs and create corresponding collateral for Web and print channels. Handle all aspects of layout, color selection, typeface selection, digital image retouching, and computer-based design. Present sample artwork to gain buy-in for concepts. Ensure adherence to project budgets and timelines.

*Selected Achievements:*

- Authored Benefits of Graphic Design article published in *Small Business Monthly*.
- Received consistently positive client feedback and recommendations based on outstanding creativity, insight, and timeliness.

**ADDITIONAL EXPERIENCE**

**ART DIRECTOR / LINE DESIGNER, 7-YEAR TENURE**  
HALLMARK CARDS – KANSAS CITY, MO

*Led concept development and creative design to maximize product selection targeting a range of situations, topics, holidays, and events for Ambassador Cards and Hallmark Properties divisions.*

Initiated process for each card project, meticulously planning and communicating creative and production process to other team members. Selected and directed artists and other talent best-suited to interpret specific needs and design effective and marketable cards. Oversaw layout, color, composition, typography, and paper selection; ensured alignment of visual and written content for each card. Collaborated with cross-functional teams across creative design, editorial, marketing, and inventory control to identify market needs and provide appropriate selections. Participated in focus groups and maintained awareness of market trends. Trained and mentored new team members. Led brainstorming sessions to identify new licensed characters and develop effective marketing strategies.

*Selected Achievements:*

- Facilitated day-long kick-off meetings to launch new design projects and energize creative team; presented insightful research to provide context and guide design efforts.
- Gained expertise in technique of drawing with the non-dominant hand to increase creativity and divergent thinking; concepts later incorporated into Creative Leadership Class.
- Instrumental in designing numerous card lines resulting in substantial sales and revenue.
- Selected to beta test new standard-setting image database to maintain reusable designs; evaluated program and provided feedback / recommendations to IT team.
- Led team in creating fast food premium concepts for Fisher-Price Smooshies purchased by Taco Bell; contributed to design of numerous other items.

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*Prior experience as **Art Director** for Licensing Company of America (a subsidiary of Warner Communications) and as **Senior Designer** with Matsumoto Design.*

## EDUCATIONAL BACKGROUND & CREDENTIALS

### **Master of Science in Communication Design (Graphic Design)**

PRATT INSTITUTE, New York, NY

### **Bachelor of Arts in Art (emphasis in Art Education)**

KALAMAZOO COLLEGE, Kalamazoo, MI

**Courses: Adobe Photoshop, InDesign & Illustrator, QuarkXPress, Dreamweaver, Web Page Design / HTML**

JOHNSON COUNTY COMMUNITY COLLEGE, Overland Park, KS

*Member, American Institute of Graphic Arts (AIGA)*