



kirsten flegler . founder and creative . kirsten@stilettopeel.com . 610.613.7865

Career Summary::

Seasoned art director with over 13 years experience designing interface layout, collateral and promotional materials for web and print in various markets including retail, business to business and consumer. Capable of articulating online goals and requirements and translating them into usable, innovative and aesthetic online experiences from concept through completion. Comfortable working directly with clients, independently, or in a team environment.

Skill & Tool Summary::

Strong design, concept, and visualization skills

Interface and content design (visual hierarchy)

Creative direction experience

Ability to grasp new technologies and skills quickly and efficiently

Logo and branding experience

Print and web graphic development

Storyboarding, interface modeling, prototyping

Excellent problem solving skills

Ability to work on multiple projects in a fast-paced environment

Can complete work within tight deadlines

Software program experience includes::

- Fireworks
- Photoshop
- Dreamweaver
- Flash
- After Effects
- Freehand
- Illustrator
- Quark Express
- HTML

Relevant Work Experience

Freelance Art Director . September 2003 - Present

Design, layout and front-end development of websites, HTML emails, banner ads, interstitials and other promotional interactive materials. Basic level HTML programming. Traditional print design including direct mail packages, print collateral, logo design, various promotional advertising. Clients and Accounts include : see list below

Interactive Art Director - Euro RSCG 4D [Devon Direct], Berwyn, PA . August 1997 - September 2003

Design, layout and front-end development of websites, HTML emails, banner ads, interstitials and other promotional interactive materials. Accounts include : Nextel, Alta Vista, Network Solutions, Fleet, GMAC, Kenwood.

Staff Associate Graphic Designer - Research for Better Schools, Philadelphia, PA . August 1992 - June 1993

Graphic design and layout of books, book covers, folders, brochures and booklets.

Art Director - NEWSLine Publishing, King of Prussia, PA . February 1993 - May 1993

Graphic design, layout and production of two monthly national magazines from concept to finish, NEWSLine for Physician Assistants and NEWSLine for Pharmacists .

Designer - Gyro Advertising, Philadelphia, PA

Marker comps, paste-up layouts, pre-production print, administrative duties Accounts included : WDRE, Thomas David Clothiers, The Wall and 93.3 WMMR.

Freelance (partial listing)

Avenue A/Razorfish (formerly i-Frontier) , Philadelphia, PA . January 2005 - Present
Various interactive design projects clients including Roche, Glaxo Smith Kline, Capella

CFM Direct, King of Prussia, PA . November 2004 - Present
Various print design projects clients including Capital One, Gap (GE Capital finance)

Refinery, Inc, Huntington Valley, PA . December 2003 - Present
Various web design projects clients including Campbell Soup, Motorola

Chapter 24, Doylestown, PA . June 2005 - Present
Various web design projects, branding

A. Thomas Properties Philadelphia, PA . December 2003 - Present
Company web site and collateral . <http://www.athomasproperties.com>

SinglesEvents.com Conshohocken, PA . October 2004 - Present
Brand Identity, Website design . <http://www.SinglesEvents.com>

Brian Duffy Conshohocken, PA . April 2004 - Present
Personal website design . <http://www.chefduff.com>

Real Time Media King of Prussia, PA . March 2006 - Present
Various sweepstakes websites, new business website designs

Tminus1 Creative, Exton, PA . September 2003 - Present
Various web and print design projects

Euro RSCG 4D Berwyn, PA . November 2003 - November 2006
Various print design projects, promotional quicktime movies, emails

National Basketball Association / NBA.com, Secaucus, NJ . February 2003 - December 2004
Interface design and information layout of the NBA Intranet

Goodway Group, Jenkintown, PA . January 2006 - Present
Redesign of company website and promotional collateral

Education::

The Art Institute of Philadelphia, Philadelphia, PA
Associate Degree of Specialized Technology . References and portfolio available on request

Awards::

2001 - Silver Astrid Award

2000 - Philadelphia Direct Marketing Association - Benny Award
International Academy of Communication Arts and Sciences Award

1999 - Communicator Awards - Crystal Award of Excellence in Marketing
Neographics Franklin Award
Philly Gold Award
2 Philadelphia Direct Marketing Association Benny Awards
Silver Galaxy Award

1998 - Communicator Awards - Crystal Award of Excellence in Marketing

1993 - Art Director's Club of Philadelphia Gold Award of Excellence
Best Personal Portfolio from The Art Institute of Philadelphia

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