

# kaitlin

## HARTUNG

design & illustration.



(610) 574 3548



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www.khartgraphics.com



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## EDUCATION

### KUTZTOWN UNIVERSITY

Bachelors of Fine Arts  
2008 - 2012

## SKILLS

### SOFTWARE

Adobe InDesign · Adobe Illustrator  
· Adobe Photoshop · Figma ·  
Adobe XD · Adobe Lightroom ·  
Adobe Bridge · Adobe Acrobat  
· HTML/CSS · Procreate · Microsoft  
Office · SaaS Drag and Drop  
Editors

### DESIGN

Print · Typography · UI User  
Interface Design · UX/User  
Experience Design · Visual Design  
· Digital Design · Creative Project  
Management · Creative Briefs ·  
Concept Development · Workload  
Prioritization · Time Management  
· Workflow Optimization ·  
Branding · Art Direction · Layouts  
· TradeShow · Social Media ·  
Print Production · Wireframes ·  
Response Web Design · Problem  
Solving · Team Leadership

## SUMMARY

I'm a professional UI/UX, graphic, and visual designer with over 15 years of experience in the design world, based in the Philly area. I am an Easy-going, Earnest and Enthusiastic person with a capital E! I am organized with the help of my highly detailed calendar, as well as flexible and able to meet deadlines in a fast paced environment. I thrive in a teamwork environment and I am also an individual thinker. I have a passion for learning and I am an unabashed nerd who loves! pop-culture, video games and rock music.

## WORK EXPERIENCE

### SENIOR GRAPHIC DESIGNER


Listrak | 2022 — current

- Created visually compelling, user-centered marketing campaigns for high-profile clients including TOMS, Kendra Scott, Godiva, Movado, and Shark Ninja
- Designed and built responsive email templates, landing pages, website pop-ups, and preference centers with a focus on usability, brand consistency, and accessibility
- Applied UX best practices and visual design principles to enhance user interaction and optimize engagement across digital touchpoints
- Conducted visual quality assurance and cross-device testing to ensure design integrity and seamless user experience across platforms
- Analyzed user behavior and campaign performance to inform iterative design improvements and deliver data-driven creative solutions
- Collaborated closely with cross-functional teams including strategy, development, and marketing to bring cohesive and conversion-focused design concepts to life
- Developed and implemented a cohesive cross channel visual identity for TOMs, leading to a successful launch that lead to a 30% increase in revenue.

### SENIOR GRAPHIC DESIGNER

HMP Global | 2018 — 2022

- Led visual design and art direction for a wide range of print and digital collateral including magazines, medical journals, prospectuses, tradeshow signage, social media graphics, and sales support materials
- Developed and executed the annual creative direction and visual identity for flagship events and publications such as EMS World Expo, EMS World Spring, Wound Clinic Business, WoundCon, and DermWeek
- Oversaw end-to-end design, layout, and production of monthly publications including EMS World magazine and the Journal of Clinical Pathways (JCP), ensuring editorial alignment and brand consistency
- Collaborated with high-profile clients such as Verizon, AstraZeneca, American Heart Association, and Red Cross to design custom supplemental materials tailored to campaign goals and target audiences
- Managed cross-functional workflows including ad collection, production scheduling, and creative reviews to ensure timely and high-quality deliverables
- Applied strong typographic, layout, and branding skills to deliver impactful visual solutions across print and digital channels
- Maintained consistency across visual systems while elevating brand aesthetics and user engagement across multi-platform campaigns

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## AWARDS

### 2024 PRESIDENTIAL AWARD

Bronze Volunteer  
Service Award

### FOLIO: EDDIE & OZZIE AWARDS

Best Overall Issue  
Design 2019 B2B:  
Healthcare/Medical/  
Nursing

### THE TABBIES

Best Front Cover Design  
2020 Special Issue

## ORGANIZATIONS

### HOBY

Lead Facilitator | 2015—  
Current

### AIGA

Kutztown Chapter President  
2009—Current

### PHI SIGMA PI NATIONAL HONORS FRATERNITY

Kutztown Chapter President  
2009—Current

### FRATERNITY COMMUNICATION ASSC.

2017—Current

### LANCASTER YOUNG PROFESSIONALS

2015—2017

### DRUM MAJOR

2007—2008

## WORK EXPERIENCE (CONT.)

### INTERACTIVE DESIGNER

The Archer Group/Bounteous | 2017 — 2018

- Designed a wide range of digital assets for Wawa, including in-store digital signage, promotional web content, and branded social media photography, maintained consistency in visual identity across all digital channels, applying strong skills in layout, typography, and photo direction
- Directed visual conceiving and execution for seasonal and high-visibility campaigns such as Berry Be Mine, Hoagiefest, and March Madness, ensuring cohesive brand storytelling across all touchpoints
- Collaborated with cross-functional teams to deliver UI design and visual updates for Chase.com and J.P. Morgan, aligning with brand guidelines and user experience best practices
- Translated marketing strategies into compelling digital design solutions that increased customer engagement and brand visibility
- Contributed to creative ideation and iterative design processes for digital campaigns, working in fast-paced, deadline-driven environments

### SENIOR GRAPHIC DESIGNER

Ecore International | 2013 — 2017

- Developed and implemented a comprehensive brand style guide for the “Built By Yes” campaign, ensuring consistency across all visual and marketing channels
- Served as art director & photographer for lifestyle, product, and campaign photoshoots, overseeing concept, composition, styling, and execution to align with brand identity
- Led end-to-end design for a wide range of marketing collateral including websites, brochures, magazine ads, catalogs, data sheets, posters, and trade show materials
- Directed creative updates across all social media platforms and internal communications, reinforcing brand voice and visual consistency
- Shot, edited, and produced promotional and internal video content, enhancing brand storytelling and audience engagement across channels
- Designed, coded, and distributed responsive HTML email campaigns, optimizing for engagement and deliverability across devices
- Collaborated cross-functionally with marketing, sales, and executive teams to align visual strategy with business objectives and campaign goals

### CONTRACT GRAPHIC DESIGNER

Crayola | 2011 — 2013

- Contributed to the development of the Crayola Style Guide, ensuring cohesive brand standards across product lines and marketing materials
- Illustrated seamless patterns for product usage across the Crayola brand
- Designed packaging and visual assets for key product categories including Core, Dry Erase, and Outdoor, enhancing shelf appeal and brand recognition
- Created merchandising solutions and in-store displays for popular product lines such as Color Wonder and Create2Destroy, supporting retail marketing strategies
- Partnered with global licensing brands including Disney, Barbie, and Hello Kitty to develop brand-aligned line art for coloring books and licensed content
- Collaborated cross-functionally with product development and marketing teams to design new product concepts and execute brand-specific visual strategies
- Applied strong illustration and design skills to ensure consistency with brand guidelines while innovating within existing IPs