

# Kristi Lamons

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## Senior Graphic Designer Profile

*Award-winning and dedicated designer with extensive experience in designing concepts, ensuring strategic content development, and devising robust marketing strategies, as well as contributing to achieving set organizational goals/objectives.*

### Qualifications Summary

- Capable of operating from a remote office while supporting and facilitating marketing teams.
- Adept at collaborating with key stakeholders to develop digital/social media marketing initiatives to elevate brand awareness.
- Repeated success in producing new ideas for company branding, promotional campaigns, and marketing communications.
- Proven expertise in revamping marketing and advertising collateral by creating innovative and compelling designs. Technically proficient in Adobe Creative Cloud and MS Office Suite.

### Professional Experience

*Star2Star Communications / Sangoma Technologies, Sarasota, FL*

*2013 – 2022*

*Senior Creative Designer*

Sangoma acquired Star2Star in 2021. Designed and delivered marketing content such as graphics and web collateral across various social media outlets to increase user engagements. Orchestrated and designed various in-house pieces. Maintained and updated marketing collateral throughout partners' and clients' marketing campaigns. Collaborated with partners to co-brand marketing collateral to be distributed through various platforms. Developed leading-edge marketing strategies for major brand launches. Coached and supported new marketing interns.

*Key Contributions:*

- Provided exceptional support to team in developing rebranding strategies while maintaining brand image and voice.
- Facilitated in \$437M acquisition by delivering comprehensive corporate 'Powerpoint' deck to support executives.
- Boosted revenue by designing trade show signage and booth materials to onboard new partners.

*Bloomin' Brands Inc., Tampa, FL*

*2010 – 2013*

*Graphic Design Artist*

Devised advertisements for national and international restaurants. Developed and edited multiple versions of menus. Revamped and updated creative marketing collateral for all restaurants. Coordinated with project managers, artists, and art directors for developing marketing strategies with a focus on achieving brand success. Cooperated with local partners on co-branding and sponsorship deals to enhance brand recognition. Ensure international menu readability by collaborating with professional language interpreters.

*Key Contributions:*

- Designed international menu for new Chinese Outback Steakhouse in coordination with CMO and delivered it for overseas production.
- Improved revenue across multiple brands including Carrabba's, Outback Steakhouse, and Flemings & Bonefish Grill by developing innovative menus and signage.

*Motivano, Tampa, FL*

*2009 – 2010*

*Graphic Design Artist*

Produced all marketing material for clients and the company. Oversaw all aspects of website maintenance for corporate website. Formulated innovative and creative marketing strategies to boost clientele. Conceptualized and developed web banners, specific images, and graphics for shopping portal and products.

*Key Contributions:*

- Assisted with launch of SmartSavings discount shopping portal within HR software solutions; solution still being utilized.

### Additional Experience

Professional Internship, Red Frog Marketing & PR, Tampa, FL

Graphic Design Artist, Freelancing, Tampa, FL

Production Artist, Countryside Publishing, Tampa, FL

### Skills

Adobe Creative Suite (Illustrator, Photoshop, InDesign, AfterEffects), Microsoft Office (Word, Powerpoint, Excel), Figma, Sketch

### Education

Bachelor of Fine Arts in Visual Communication, International University of Design and Technology, Tampa, FL