

KRISTIN HESS

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📍 Dallas, TX

Portfolio and Full Client Roster: hotoffthehess.com

CityPickle | Brand Director

New York, NY | Ongoing Freelance

- Managed month-long popup in Hudson Yards: designing popup pickleball court, signage and print materials, speaking with guests, press, influencers, and potential investors. Reporting directly to co-founders daily as the first company hire.
- Lead brand merchandising strategy, co-designing pickleball bag with co-founder of Kate Spade and founder of Francis Valentine. Concepted and designed 25 additional pieces of merchandise (apparel, paddles, bags, accessories), sourcing local manufacturers and materials.

Steps on Broadway | Graphic Designer

New York, NY | Ongoing Freelance

- Lead rebrand of famous Broadway dance studio, establishing a clear visual identity driving 50% increase in sales. Creating up to 15 graphics per day across all channels: print, shop, digital, web, social.
- Redesigning iconic, 20-year-old logo, liaising with owners, creative and marketing stakeholders to honor the Institution's heritage.
- Ideated new visual direction across key marketing channels, seeing 62k followers on TikTok (100% growth), 135k IG following (43% growth), and 100k email sign-ups (33% growth).

iHeartDanceNYC | Creative Director

New York, NY

- Creative Director for innovative dance benefit uniting the dance world post-pandemic.
- Collaborated with team of 3 to host 22 consecutive, sold-out performances in unique NYC locations.
- Designed branding, website and marketing collateral, showcased on outlets including CBS, NBC, Broadway World and more.
- Raised over \$200k for pandemic artists funds by orchestrating over 200 artists, choreographers and dancers from Broadway, American Ballet Theater, New York City Ballet, Alvin Ailey and more to perform.

LYT Yoga | Graphic Designer

Remote | Freelance

- Co-produced 4-hour streaming 'LYT Marketing 101 Webinar' hosting graphic design, social media and marketing portals for yoga teacher trainees globally. Composed script, created 52-page workbook and customizable graphics along with co-hosting a monthly Q&A with students. Over 200+ students have purchased and streamed the webinar to date.

Recess.tv | Graphic Designer

Remote | Freelance

- Sole designer and brand guardian, collaborating closely with internal stakeholders to ensure visual brand consistency.
- Designed 100+ personalized flow emails to drive client and instructor sign ups, achieving +60% click rate.
- Produced and executed video shoot from A to Z, location scouting, casting, art-directing and owning post-production.

Broadway Dance Center | Digital Marketer & Graphic Designer

New York, NY | Freelance

- Designer for world-renowned Broadway Dance Center, designing promotional materials for celebrity choreographers' classes and events.
- Ideated social marketing approaches, tapping into 211K IG followers to sell out nearly all classes and programs.
- Produced dance video shoot around NYC, art directing, orchestrating and post-producing digital ads shown across 12 NYC subway stations.

Raising Canes | Creative Services Curator and Designer

New York, NY | April 2016-April 2018

- Researched, designed and curated 200+ restaurant walls in the U.S. and Middle East. Concepted and designed 50% of interior artwork (wall murals, vinyl illustrations, wood and metal artwork) and sourced 50% through local artists, athletes, entertainers, historians and artists. Each restaurant holds between 25-45 pieces of art based on the local community.

EDUCATION

Pace University, New York City | 2011-2014

Bachelor of Business Administration in Arts and Entertainment Management

Honors College, Recipient of Academic Scholarship (2011-2014), Recipient of Pioneering Arts and Entertainment Award (2014)

SKILLS & CERTIFICATES

Adobe Creative Suite, Figma, Hubspot, Sketch, Facebook for Advertising, Google Analytics, Google Adwords

PRESS

Medium Feature: 5 Things You Should Do To Upgrade and Re-Energize Your Brand and Image

The New Rationalist Magazine: Experts Answer: Trends that will dominate the graphic design world in 2020