



# KIRSTEN E. DELPINAL

Graphic Designer // Illustrator // Photographer // **Creator**

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## DESIGN SKILLS

- Custom logos, icons, invitations, and illustrations (Adobe Illustrator)
- Page layout and marketing material design (Adobe InDesign and Canva)
- User-friendly websites with desired functionality (Wordpress, Shopify, Squarespace, HTML, & CSS)
- Professional photography, video, and editing (Adobe Photoshop, Lightroom & Premiere Rush)
- Page layout and presentation design (Microsoft Word and PowerPoint)

## PERSONAL SKILLS

- Requirements gathering and project planning
- Creative problem solving
- Brainstorming and collaborating with teams
- Managing time and balancing priorities
- Organized, agile, and detail-oriented
- Delivering

## COMMUNITY INVOLVEMENT

### TORCHBEARERS

Board Member, MarComm Liaison // 2021-2022  
Marketing & Comms Committee Co-Chair // 2020  
Class Member & Events Committee Member // 2019

### 30 FOR THE FUTURE

2021 Award Recipient

### AAF AKRON

Programs Committee Member // 2019 - 2020

### CLEVELAND GIVECAMP

Graphic Design Volunteer // 2016 & 2017

### HACK N AKRON

Graphic Design Volunteer // 2016 & 2017

### WOMEN'S NETWORK NE OHIO

Community Leadership Institute Graduate // 2016  
Marketing Committee Member // 2016 - 2017

## 2018 - present

### CREATIVE EYE DESIGNS // Green, Ohio

Owner & Graphic Designer, October 2018 - present

- Designing clean and creative logos and accompanying brand guidelines
- Designing cohesive collections of print and web marketing materials
- Designing simple yet eye-catching websites on user-friendly platforms
- Designing handcrafted event invitations, programs, and signage
- Lifestyle photography for individuals, families, and companies

## 2013 - 2022

### THE GOODYEAR TIRE & RUBBER COMPANY // Akron, Ohio

Senior Instructional Designer, August 2016 - May 2022

- Designed comprehensive training programs that include eLearning courses, job aids, resource guides, and instructor-led course materials
- Designed communication and marketing materials for training events
- Established and maintained comprehensive graphic design standards, guidelines, and templates for instructional design at Goodyear

Change Management Specialist, April 2015 - August 2016

- Created training/communication plans for launch of HR self-service portal
- Designed training materials and informational website about the change

IT Development Program, June 2013 - April 2015

- Designed training and marketing materials including eLearning courses, instructor-led sessions, self-study materials, resource guides, and signage
- Designed apps and websites for consumer and commercial business units

Business Analyst Intern, January 2013 - June 2013

- Created tutorial videos and job aids to support new technology
- Designed apps, infographics, reference materials, and presentations

## 2009 - 2013

### STAPLES OFFICE SUPERSTORE // Cuyahoga Falls, Ohio

Copy & Print Associate, August 2009 - January 2013

- Designed and produced business cards, flyers, posters, and other requests
- Developed extensive knowledge of printing process and post production

### KENT STATE UNIVERSITY // Kent, Ohio

Bachelor of Arts, Graduated May 2013

- **Major:** Visual Communication Design - **Minor:** Photo Illustration