

Kristen Alaimo Sommer
GRAPHIC DESIGNER

> seeking strong working relationships with
companies in search of creative resources

02 / 02 - present > Freelance Graphic Designer
/ help companies achieve their creative and business goals
through the development of logos, business systems,
brochures, ads, newsletters, etc.

05 / 01 - 12 / 16 > Graphic Designer, WPXI-TV Channel 11
/ produced graphics and animations for daily broadcasts which
maintained the integrity of the existing graphic look
/ designed WPXI's print corporate identity package
/ created graphic packages for programming shows and specials
/ created commercial graphics, animations, and print collateral for
Studio 11, WPXI's in-house production studio
/ acquired the nickname "Al"

08 / 00 - 05 / 01 > Graphic Designer, Z-Med Marketing Services
/ responsible for conceptualizing ideas and research
/ designed ads, direct mail, logos, business systems, and product labels
/ appreciated the grid-like layout of Cleveland streets

Bachelor of Arts, Mercyhurst College
Major / Art, Graphic Design Concentration
Minor / Marketing

Photoshop, Illustrator, InDesign,
After Effects, Cinema 4D