



kristen alden

404.901.4799

hello@deconstructeddetail.com

www.deconstructeddetail.com

## areas of specialization

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Logo Design / Branding, Corporate Identity Development, Website & Blog Design, Broadcast Design, Editorial Design, Custom Invitations & Announcements, Art Direction, Design Management, Marketing

## experience

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### **Freelance Designer**

*Atlanta, Georgia*

**2006-present**

Deconstructed Detail is the art & design work of Kristen Alden. It is the alignment of a classical and romantic approach to communication through the hidden complexities of visual language. A few of my roles include: editor, investigator, strategist, psychologist and diplomat. I have an appreciation for good craftsmanship and an enthusiasm for learning & brilliant ideas. I value the human connection. I develop meaningful & significant relationships with my clients. I have a keen awareness of self and understand different communication styles, personality traits and working methods. I have a high degree of self-motivation & organization. I possess a good sense of humor and love a good laugh. I am selective and value my time, and wouldn't squander yours. Clients include: CNN, OhBaby! Fitness, Oakhurst Community Garden and Danapop.com.

### **Design Manager** CNN

*Atlanta, Georgia*

**2001-2006**

I was responsible for the general management of the CNN design department for domestic on-air graphics. Specific duties included assigning directive requests to design team members, trafficking workflow, establishing internal project & employee goals, conducting periodic reviews, recruitment & hiring of online designers, managing project schedules and annual Promax | BDA submissions, mentoring, art direction, monitoring quality control, and the implementation of an ongoing creative, non-salary rewards program.

### **Senior Designer** CNN

*Atlanta, Georgia*

**2000-2001**

I worked closely with producers, editors, production designers & art directors to provide editorial content and creative solutions on a wide range of assignments from show brands to content graphics for CNN domestic programming and immediate on-air deadlines.



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## other experience

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**Office Manager** Exercising Art

**2000-2003**

*Atlanta, Georgia*

I was responsible for the general management of the front desk operations of a small, locally owned health club. Specific duties included accounting and payroll, managing employee work schedules, training and mentoring of new employees, creation and implementation of advertising plans for new member enrollment, directing gym walkthroughs, member check-in, guest registration, issuing of member ID cards, telephone inquiries & customer service, and ensuring that the facility was sanitary and safe.

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**Graphic Designer** CNN

**1998-2000**

*Atlanta, Georgia*

## education

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**College of Architecture, Design & Construction** Auburn University

**1992-1998**

*BFA Visual Communications - Graphic Design & Painting*

## proficiencies

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Adobe Creative Suite - Illustrator, Photoshop, Flash, Dreamweaver, Bridge, Acrobat Professional, HTML, CSS, SEO Consideration, Windows OS, Mac OSX, Microsoft Office, Digital Photography, Illustration

## references

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**Forrest Stewart** 303.601.7464

*Freelance Web Developer and Interactive Manager - ForrestStewart.com*

**Dana Hazels Seith** 404.964.1517

*Journalist, blogger & client - Danapop.com*

**Tom Prevatte** 404.827-1818

*Design Manager - CNN Domestic Programming*