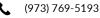


# KRISTINA **SOMMERHALTER**

**GRAPHIC DESIGNER** 



Montvale, NJ, USA



kristinasommerhalter.com

kristinasommerhalter@gmail.com

## **PROFILE**

Creative designer and educator with nearly two decades of experience crafting purposeful, cohesive visuals across digital, print, and experiential platforms. Skilled in Adobe Creative Suite, Figma, and Canva, with a strong foundation in brand storytelling, collaboration, and educator-focused design.

## **EDUCATION**

#### **B.A. Fine Art & Art History**

Rutgers University 2002-2006

- · Double Major in Fine Art
- (concentration in Graphic Design) & Art History
- Minor Psychology
- Dean's List Each Semester
- Magna Cum Laude Graduate

#### **Licensed Teacher**

Alternate Route 2007-2008

# **SKILLS**

- Adobe Creative Suite
- Figma
- Canva
- Branding
- Campaign Design
- Typography
- Composition
- Concepting
- Cross-Functional Collaboration
- Digital & Print Production
- Storytelling
- Presentation Design
- Education & EdTech Insight
- Project Management & Time Efficiency

## **WORK EXPERIENCE**

#### Lewis F. Cole Middle School

Fort Lee, NJ 2023-Present

## Digital Arts Teacher

Teach digital arts for grades 7–8 using Canva, Photoshop, and Procreate. Focus on creativity, communication, and storytelling through brand and design projects.

- Develop and lead cross-platform design projects in branding, illustration, and animation
- Foster collaboration, feedback, and presentation skills in student teams
- Create instructional materials and visual examples using Adobe and Canva
- Translate complex creative tools into accessible, engaging lessons

### loanDepot

Remote 2020-2022

## **Production Assistant / Marketing Design Support**

Supported a Top 1% Loan Officer by managing a 9-figure pipeline while producing branded marketing materials and personalized client experiences. Combined administrative precision with creative design execution to strengthen client relationships and partner visibility.

- Designed social graphics, postcards, and client email templates
- Created custom gifts and packaging for VIP clients and partners
- Collaborated across sales and marketing teams to ensure brand consistency

#### **The Promise Gifts**

Etsy Shop 2019-2022 (Reopening 2025)

#### Founder / Designer

Founded and scaled a 6-figure e-commerce brand specializing in personalized digital and physical products. Focused on emotional connection, storytelling, and purposeful design while giving back to children's charities.

- Created and sold custom artwork, ornaments, and digital prints
- Produced cohesive branding, product photography, and packaging design
- Generated 9,000+ sales and maintained 5-star customer ratings

### Ridgefield Park BOE

Ridgefield Park, NJ (2007-2018

#### **Graphic Design Teacher**

Developed multi-level graphic design courses emphasizing design principles, layout, and visual problem-solving. Created professional-style projects reflecting real-world workflows.

- Guided students through Adobe Creative Suite and branding projects
- Designed marketing materials for school and district initiatives

## RECOGNITION

#### **HENRY RUTGERS SCHOLAR**

Rutgers College, New Brunswick 2006

Prestigious recognition for my writing skills

#### Foundr Magazine

Foundr 2019

Featured in publication for my entrepreneurial success

#### Top 1% Seller/Design

Etsy 2020

Recognized by Etsy as a Top Seller among millions of listings