



# KRISTIN GOBLE

## JR. ART DIRECTOR

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## EDUCATION

**BFA: ADVERTISING**, May 2024

Kean University, Michael Graves College,  
Robert Busch School of Design · Union, NJ

**DEAN'S LIST:** Fall 2020 – Fall 2022

**CUMULATIVE GPA:** 3.61

## ACHIEVEMENTS

**SILVER:** Graphis New Talent

Annual 2023, May 2023

**BRONZE LEADERSHIP:** Member,

Kean University, September 2021

**DESIGNER/COORDINATOR:** Posted

Up! Event collaboration Kean P.U.L.S.E. &

Michael Graves College, March 2022

## EXTRACURRICULAR

**COPRESIDENT & COFOUNDER**, 425Mag,

2022-2024: A student-run magazine consisting of  
Kean University student submissions of creative work

**MEMBER**, Poetry Slam, 2016-2020

**MEMBER**, Type Directors Club, 2021-2022

**MEMBER**, Young Ones Student Awards 2021-2022

## SKILLS AND INTERESTS

Cat Owner

Poetry Slam

Tarot

Gardener

Podcasting

Traveler

Guitarist

Reader

Vinyl Collector

## DESIGN EXPERIENCE

### GRAPHIC DESIGN MANAGER, KEAN P.U.L.S.E. | UNION, NJ

March 2021 – Current

- Head of Graphic Design Department
- Work with clients to create ads for their upcoming campus events
- Conduct research and insight, revisions, flyer designs, social posts, event designs, and merch

### INTERN, HALE DESIGN | ROCHESTER, NY

May 2023 – August 2023

- Created Identity Branding assets and mockups
- Worked with over six different companies to ensure their vision for their brand is captured effectively

### INTERN, PRUDENTIAL DIGITAL DESIGN MARKETING EXPERIENCE | NEWARK, NJ

May 2022 – August 2022

- Designed a lesson plan for Prudential clients with gamification angle where each completed lesson earns user an Adobe XD badge
- Worked closely with ADA, copywriters, illustrators, Ad and UI specialist

### THE ONE CLUB CREATIVE MENTOR SUMMER PROGRAM WITH LEO BURNETT | REMOTE

May 2022 – August 2022

- Worked with five other international students to create a campaign for Spotify Audiobooks
- Created mockups, taglines, posters, and a pop-up event

### INTERN, REMCO PRINTING PRESS | NORTH BERGEN, NJ

May 2019 – August 2019

- Worked on InDesign layouts for printing
- Edited clients' promotional assets before printing

## WORK EXPERIENCE

### CASHIER/SELF CHECKOUT, SHOPRITE | KEARNY, NJ

October 2019 – March 2021

## TECHNOLOGY SKILLS

Adobe CC: Photoshop, Lightroom, Illustrator, InDesign, XD; Procreate; Microsoft 365: Word, PowerPoint, Excel

## DESIGN SKILLS

Advertising, Brand Identity, Editorial, Packaging, Typography, Promotional Design