

Kristen Ganci

Art Director

Education

Endicott College Class of 2014
BFA in Visual Communications,
Concentration in Graphic Design

Core Competencies

- Creative Direction & Concept Development
- Brand Identity & Visual Storytelling
- Integrated Campaigns (Digital & Print)
- UX/UI & Responsive Web Design
- Motion Design & Storyboarding
- Design Systems & Production Oversight
- Cross-Functional Collaboration & Leadership
- Strategic Problem Solving & Creative Strategy
- Omnichannel Marketing Execution

Tools & Software

- Figma
- Framer
- Sketch
- Invision
- Canva
- SVGator

Adobe Creative Cloud

- Photoshop
- Illustrator
- After Effects
- InDesign

Microsoft Office Suite

- Word
- PowerPoint

Google Workspace

- Docs
- Slides

About

Creative and strategic Art Director with over 10 years of experience leading visual storytelling across digital, print, and brand campaigns. Skilled in concept development, team leadership, and delivering impactful design solutions that align with business goals.

Experience

Primacy - Boston, MA | Art Director | Feb 2020 - Present

- Lead the creative direction and visual execution of brand, digital, and integrated campaigns
- Develop original ideas and oversee design from concept to completion
- Collaborate with copywriters, designers, strategists, and developers to ensure cohesive storytelling
- Translate client briefs into visually compelling solutions that align with business goals
- Manage multiple projects under tight deadlines while upholding creative quality
- Present and articulate design concepts to clients and stakeholders

Cronin - Glastonbury, CT | Senior Digital Designer | May 2019 - Feb 2020

- Conceptualize and execute brand and campaign work across digital and print platforms
- Lead the design of websites, web elements, and digital experiences from ideation to delivery
- Develop and maintain visual identity systems for clients and the agency
- Collaborate with UX designers, developers, and cross-functional teams to ensure design consistency
- Oversee and mentor junior designers, inspiring high-quality creative output

Cronin - Glastonbury, CT | Digital Designer | Apr 2014 - May 2019

- Assist in creating digital assets for web, social media, and email campaigns
- Support senior designers with layout design, image editing, and copy revisions
- Prepare and export files for web and mobile platforms
- Maintain brand guidelines across all digital touchpoints