



KRISSY WEDO

graphic design . art direction . illustration

hellokrissydesigns@gmail.com

www.hellokrissy.com

EXPERIENCE

Freelance, NYC

2008-present

I have also done freelance projects including stationery, invites, logos, packaging design, label treatments, posters, textiles, t-shirt graphics, illustrations, and greeting cards.

Centric Brands, NYC

Senior Graphic Designer, Art Director 2018-2020

Graphic design and packaging for both the licensed & generic designs of the business. I work with top licenses like Disney, Nickelodeon, Marvel, and Crayola, designing and following through with the printing and post-production process on childrens personal care and cosmetic items and gift sets.

Global Brands Group, NYC

Senior Packaging/Graphic Designer 2016- 2018

MZ Berger, NYC

Senior Packaging/Graphic Designer 2008-2015

Jazz @ Lincoln Center, NYC

Graphic Design Intern, Spring /Summer 2005

EDUCATION

Pratt Institute

Brooklyn, NY

BFA: Graphic Design

SVA: School of Continuing Education

New York, NY

Break Out: Graphic Design (Fall 2016)

Brand Identity-Creating an Image (Fall 2017)

Hand Lettering & Design (Fall 2018)

TECHNICAL SKILLS

Adobe Creative Suite: Illustrator, Photoshop, InDesign, Acrobat

Illustration, Color Theory, and Product Design experience

Written and Verbal Communication with printers and factories

DESIGN PROFICIENCY

- Logo & Identity Design
- Branding Skills
- Illustration Skills
- Page Layout
- Art Direction/ Concepting
- Working with a Team
- Creating Mock-ups for Packaging

RECOGNITION

Best New Product-2009

Awarded by the Disney Food, Health, and Beauty Division for my line of licensed bubble bath.

Licensee of the Year-2010

Awarded to the MZB Personal Care Division by Disney, at their Food, Health, and Beauty Summit.