

Kristen Jussila

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EXPERIENCE

Senior Brand Designer

October 2023 – Current
Washington, DC

O'Neill Institute at Georgetown University

- Developed and implemented a comprehensive brand strategy and sub-branding system, strengthening the Institute's identity across all centers and communications.
- Designed and produced marketing assets across print, email, social, and digital campaigns for a global health policy institute.
- Applied and refined brand guidelines across reports, events, toolkits, and outreach campaigns as part of ongoing brand evolution.
- Partnered with researchers and communications leads to translate complex health topics into accessible, trust-building visual content.

Senior Designer

December 2020 – October 2023
Washington, DC

National Geographic Society

- Designed integrated marketing campaigns across social media, email, print, and digital platforms reaching global audiences.
- Produced style guides, renderings, and presentation materials to support brand evolution, project proposals, and executive communications.
- Supervised design team members, overseeing project prioritization, performance reviews, and adherence to brand standards across departments.

Graphic Designer *(contract)*

June 2020 – November 2020
Washington, DC

The Pivot Group

- Designed high-volume campaign assets across digital, print, and social channels under rapid timelines while ensuring accuracy and quality for print production.
- Maintained consistent brand messaging and visual identity for multiple candidates simultaneously.

Design and Program Lead

April 2017 – June 2018
North Adams, MA

Cynthia-Reeves Gallery

- Developed and launched an innovative exhibition program, curating large-scale projects and collaborating directly with artists to transform gallery spaces.
- Oversaw all aspects of exhibition planning and production, including budgeting, scheduling, hiring, and team management.

Design Lead

May 2016 – March 2017

- Designed and produced all exhibition materials, such as wall graphics, catalogs, postcards, presentations, and invitations in coordination with print vendors.
- Led email marketing campaigns, organized public events, and executed engagement strategies to boost community involvement and visibility.
- Managed media relations and coverage, updated web content and social media, and ensured brand consistency across all platforms.

Gallery Assistant

May 2014 – May 2016

EDUCATION

Bachelors of Science

Keene State College

2014 – 2016

Sustainable Product Design
and Innovation

Graduated Cum Laude (3.6 GPA)

Study Abroad

Summer 2015

Focus: Urban Design
Cape Town, South Africa

**Savannah College
of Art and Design**

2011 - 2014

Industrial Design

Dean's List
Dennis Bowman Scholarship
Academic and Artistic Scholarships

SKILLS

Adobe Creative Suite & Figma
Digital & Print Design Production
Brand and Asset Management
Creative Direction
Project Management & Workflow
Accessible & Inclusive Design

OTHER EXPERIENCE

Mentor

2022 (4 months)

AIGA SHINE Program

Volunteer

2019 - 2020

Peace Corps Zambia

Print & Media Designer

2016 - 2017

TEDxKeene

Communications Intern

2015 (4 months)

Keene Housing