



Kristen DeFazio

Graphic Design • Art Direction • Illustration

Kristen DeFazio is a senior graphic designer and art director with a passion for making thoughtful creative with a human touch in an ever-evolving, tech-forward world.

Over ten years of creative agency and in-house design and marketing experience. Collaborated with national brands including Capital One, Meiji America, and TENA US. Experience with industries including: education, finance, retail, and healthcare. Supports social causes and nonprofit organizations such as Tech For Troops and Delaware Community Reinvestment Action Council.

EXPERIENCE

Capital One Financial, *Wilmington, DE*

Senior Associate Art Director, *March 2021 – April 2026* • Contractor, *October 2019 – March 2021*

Provided channel expertise and art direction for the Consumer Bank Creative team within the Brand department. Implemented an annual evergreen creative refresh cycle to combat in-market creative fatigue. Art directed always-on and special offer campaigns for bank products targeting tens of millions of prospective customers and generating up to \$1-billion in deposits per campaign.

Specialized roles:

- Motion graphics subject matter expert (SME) and facilitator of a monthly animation workshop in 2023
- Social media, display ad, and online video campaign SME
- Illustration and photography exploration lead
- Host for team's monthly creative and inspiration share

Notable project contributions:

- **ATM Pilot:** Implemented a pilot program that rebranded hundreds of AllPoint ATMs nationwide as Capital One ATMs. Designed assets for six unique ATM wraps, receipts, and digital screens.
- **2025 Checking Consideration:** Conceptualized, storyboarded, and art directed a video-led digital campaign. Coordinated production with an external agency. Designed high-impact ads for social and display, a landing page, and digital signage.
- **2026 CD (Certificate of Deposit) LTO:** Led development of 400+ assets for a multi-channel, limited-time offer campaign across social, display, café, site, and email. Drove deposits (\$1-billion goal) by leveraging a highly competitive interest rate.

American Reading Company, *King of Prussia, PA*

Designer & Regional Marketing Lead, *May 2018 – September 2019*

Planned monthly and yearly strategies for a regional sales team to promote brand awareness, products, and services to a B2B customer base. Marketing initiatives included in-person event promotion, webinar facilitation, and email campaign management. Exceeded FY19 sales goal of \$8.5 million with a 102% increase over FY18. Webinar attendance increased 73% from FY18 to FY19.

Notable contributions:

- Developed email template libraries for stronger cohesion across regional marketing.
- Proposed new, modernized physical product collateral.
- Led department-wide digital folder and DAM reorganization.
- Led flex-time task force to address concerns with associate accommodations.
- Facilitated training of new email marketing and video conferencing platforms.

Cool Nerds Marketing, *Wilmington, DE*

Head of Graphic Design, *November 2016 – February 2018*

Junior Graphic Designer, *July 2014 – November 2016*

Art direction & people leadership:

- Supervised and provided art direction for design interns, junior designers, and social media team members.
- Oversaw the development of creative projects, including print, digital, video, and social media campaigns.
- Provided branding and identity development, including logo design, typography, color, and visual guidelines.

Workflow efficiencies:

- Created digital file organizational system, digital and physical creative asset libraries.
- Designed and managed production of agency's branded materials (ie business cards, pamphlets) and merch.
- Developed client onboarding strategies for creative services.
- Managed team feedback and QA processes for the creative department.

Client relations:

- Attended sales pitches to encourage buy-in and discuss services.
- Presented work to clients, explaining concepts and decision-making choices.
- Directed the development and execution of creative strategies for large-scale clients including: Meiji America, TENA US, Troy Granite, Herr's, AHAA (American Hearing Aid Association), BMSI (Business Move Solutions Inc), and Smith Volkswagen.

SKILLS

Design Expertise

- identity, logo design
- branding, brand activation
- social media marketing
- digital marketing, display ads
- motion graphics, video editing
- UX/UI, web design, app design
- print, publication, large format
- infographics, iconography
- game design, product design
- illustration, concept art

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver, After Effects, Media Encoder, Premiere, Animate, Lightroom

Web Design: WordPress, Divi Builder, HTML5, CSS3, Google Web Designer, Squarespace, InMotion, GoDaddy

Design & Art Software: Figma, Sketch, Canva, Meta Business Suite, Procreate

GenAI: Pencil AI, Gemini, Nano Banana

Project Management: Workfront Proof, Basecamp, Jira, Slack, MS Teams

HONORS

Awards & Recognition

Pro Bono Award for Tech For Troops
Capital One Brand Recognition Committee, December 2024

James S. Angus, Volunteerism Award
Delaware Community Reinvestment Action Council, November 2020

The Campeona / Champions Project
Delaware Breast Cancer Coalition, June 2023

Wilmington Crab Fest Branding
Delaware Ministry of Caring, June 2016

Art Shows & Events

Philly Global Game Jawn
Philly Game Mechanics, January 2018

Forever Fantasy Printmaking Art Show
Tyler School of Art, March 2014

82nd Annual Fine Art Show Rittenhouse Square, Philadelphia, PA
June 2013

EDUCATION

Bachelor's of Fine Arts

Graphic & Interactive Design and Printmaking

Tyler School of Art, Temple University, Philadelphia, PA

Gold Key International Honor Society

Dean's List

Graduated *May 2014*