



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 a tech-forward world.

With over ten years of creative agency and in-house design and marketing experience, Kristen has collaborated with national brands including Meiji America, Volkswagen, Herr's Food, and TENA US. She also takes pride in helping reinvent and support local businesses and non-profit organizations like Tech For Troops, Delaware Community Reinvestment Action Council, and Propell Credit Union.



EXPERIENCE

Capital One Financial, *Wilmington, DE*

Art Director, Senior Associate *January 2025 – April 2026*

Art Director, Associate *March 2021 – January 2025*

Contrator *October 2019 – March 2021*

Provided design, channel expertise, and art direction for the Digital & Prospect/ 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 targetting tens of millions of prospective customers with up to \$1-billion in expected 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
- Pro bono volunteer (Brand pro bono team award of 2024)

Notable project contributions:

- **ATM Pilot:** Implemented pilot program that rebranded hundreds of nationwide AllPoint ATM as Capital One ATMs. Designed assets for six unique ATM wraps, digital attract, please wait, and thank you screens, and receipts.
- **2025 Checking Consideration:** Conceptualized, storyboarded, and art directed a video-led digital campaign. Coordinated multi-teamed strategy for pre-production and production with external agency and director. Designed high-impact ads for social platforms, affiliate sites, animated digital screens, and front-end designed landing page.
- **2026 CD (Certificate of Deposit) LTO:** Led creative development of 400+ creative assets for a multi-channel, limited-time offer campaign across social, display, café signage, site, email, and SEM. Drove incremental external new money (\$1-billion goal) by leveraging a highly competitive interest rate.

PROFICIENCIES

Design Skills

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

Software & Tools

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

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

Photography: DSLR cameras

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

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



American Reading Company, *King of Prussia, PA*

Design Lead, Regional Marketing, *May 2018 – September 2019*

Planned and actualized monthly and yearly marketing strategies for regional sales team to promote brand awareness, products, and services to a B2B customer-base. Marketing initiatives included in-person event promotion, facilitation of webinars, and email campaigns. The regional sales team exceeded their FY19 target revenue goal of \$8.5 million with an 102% increase over FY18. Attendance for comparable webinars increased an average of 73% between FY18 and FY19.

Internal team contributions:

- Developed email template libraries for marketing team cohesion.
- Proposed new, modernized physical product collateral
- Led department-wide digital folder and DAM reorganization
- Led flex-time task force efficiencies in file management and workforce accommodations
- Facilitated training of new webinar and email marketing 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, social media, brand collateral, and logo & identity design.

Workflow efficiencies:

Created internal organizational system, digital and physical creative asset libraries, and internal branded materials. Developed client on-boarding strategies for creative services. Managed team feedback and QA processes for the creative department.

Client relations:

Directed the development and execution of creative strategies for partners including Meiji America, TENA US, and Troy Granite. Presented work to clients, explaining concepts and decision-making choices. Attended sales pitches to encourage buy-in and discuss services.

EDUCATION

Bachelor's of Fine Arts

Graphic & Interactive Design • Printmaking

Tyler School of Art, Temple University,
Philadelphia, PA

Gold Key International Honor Society
Dean's List

Graduated *May 2014*

EXHIBITIONS & HONORS

Charity Recognition

Pro Bono Team Award for contribution
to 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, Jan. 2018

Forever Fantasy Printmaking Art Show

Tyler School of Art, March 2014

82nd Annual Fine Art Show

*Rittenhouse Square, Philadelphia, PA
June 2013*