



Kristen DeFazio

Graphic Design • Art Direction • Motion & Illustration

Senior graphic designer and art director with 12+ years of experience creating brand systems and integrated campaigns, and passionate about making thoughtful creative with a human touch in a tech-forward world.

Partnered with national brands including Capital One, Meiji America, TENA US, and Troy Granite, combining strategic thinking, visual storytelling, and emerging technologies to deliver polished, production-ready work. Recognized for award-winning nonprofit branding for Tech for Troops and the Delaware Community Reinvestment Action Council. Combines hands-on design expertise with experience leading complex projects, presenting creative recommendations, and mentoring designers.

PROFESSIONAL EXPERIENCE

Capital One Financial | Wilmington, DE

Art Director, Senior Associate | March 2021 – April 2026

Art Director, Contractor | October 2019 – March 2021

Designed and produced customer-focused marketing for Capital One's Consumer Bank Creative team across digital, motion, print, and experiential channels. Managed complex, high-volume campaigns reaching tens of millions of customers while maintaining brand consistency, accessibility, and production accuracy.

- Developed concepts, storyboards, and design prototypes in collaboration with copywriters, marketing partners, and external production agencies.
- Produced motion assets—including illustration-based animation and short-form video—for paid social, online video, digital signage, and landing pages.
- Led After Effects and skill sharing workshops to strengthen team capabilities.

Selected project highlights:

- **Checking Consideration Campaign:** Conceptualized and storyboarded a video-led campaign, coordinated production with an external agency, and designed social, display, landing-page, and digital signage assets.
- **CD Limited-Time Offer:** Produced and adapted 400+ digital assets for a national campaign that generated \$1 billion+ in deposits.
- **ATM Rebranding:** Designed 12 ATM wraps and 30+ digital interfaces, transforming 250+ ATMs nationwide into Capital One-branded experiences.

Cozy Critter Cribbs | Wilmington, DE

Founder & Brand Designer | January 2020 – Present (Part-Time)

Operates a direct-to-consumer handmade pet accessories brand serving small-animal owners and rescues worldwide. Leads brand strategy, visual identity, and creative execution across web, social media, vendor events, and customer communications.

- Developed a cohesive visual system for the e-commerce website, Etsy storefront, social media channels, packaging, and digital advertising.
- Directs photography, image retouching, catalog presentation, and branded visuals for an extensive product line while using customer feedback and sales insights to refine product positioning and presentation.
- Created templates and reusable assets to promote new products and offers.

SKILLS

Graphic Design & Production

- Brand identity systems
- Illustration & iconography
- Print production & prepress
- Packaging & editorial design
- Retail & environmental graphics
- Presentation design

Digital, Motion & Interactive

- Social, display & email design
- Responsive web design
- Motion graphics & animation
- Video production & editing
- UX/UI design

Workflow & Creative Leadership

- Templates & scalable systems
- Creative direction & strategy
- Client & stakeholder presentations
- Mentoring & skill sharing

TOOLS

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Animate, Lightroom

Design & Prototyping: Figma, Canva, Procreate, Google Web Designer

Web Design & CMS: Squarespace, Shopify, WordPress, WooCommerce

Email, CRM & Social: Mailchimp, Robly, HubSpot, Salesforce, Hootsuite

Project Management: Workfront Proof, Google Suite, Slack, Microsoft 365, Teams

Creative AI & Testing: Adobe Firefly, Gemini, Pencil, UserTesting, Zappi

American Reading Company | King of Prussia, PA

Designer & Marketing Lead | May 2018 – September 2019

Planned and designed strategic regional B2B marketing campaigns for literacy educators and school administrators across email, webinars, print sales collateral, and environmental design. Creative marketing initiatives supported an FY19 sales goal of \$8.5 million, with regional sales increasing 102% and webinar attendance increasing 73% over FY18.

- Created event campaigns, webinar promotions, email communications, presentations, and print collateral to generate leads and promote additional products and literacy coaching services to existing school partners.
- Built reusable email templates that improved visual consistency and reduced production time across regional teams.
- Redesigned sales collateral to modernize the brand and clarify messaging to better support sales conversations with customers.
- Trained team on new email marketing and video conferencing platforms.

Cool Nerds Marketing | Wilmington, DE

Graphic Design Lead | November 2016 – February 2018

Junior Graphic Designer | July 2014 – November 2016

Designed and delivered multi-channel design materials, brand identities, and campaign assets for CPG, home improvement, retail, healthcare and B2B clients including Meiji America, Troy Granite, Plato's Closet, TENA US, and Business Move Solutions. Promoted to Graphic Design Lead after demonstrating strong craft, production knowledge, client communication, and reliability.

- Designed integrated campaign assets from concept through production across print, environmental, digital, web, social, and video while maintaining brand consistency for multiple client accounts.
- For print channels, created packaging, large-format graphics, environmental pieces, and vehicle wraps. For digital channels, animated display ads, email, landing pages, online video, and paid & organic social media content.
- Developed logos, typography, color palettes, and visual identity systems for clients across a range of industries. Implemented brand standards for new websites, brand collateral, social media, and digital marketing ads.
- Presented concepts and creative drafts directly to clients, articulating design rationale, leading review discussions, and earning stakeholder buy-in while strengthening client relationships.
- Collaborated with web, social, and production teams to meet timelines, brand standards, and technical requirements.

Selected consumer and B2B clients:

CPG & Food: Meiji America, Herr Foods Inc, Abyss Coffee, Snap Custom Pizza

Healthcare & Wellness: TENA US, American Hearing Aid Associates, LiteCure

B2B & Industrial: BMSI (Business Move Solutions Inc.), Roosevelt Paper, IncServ

Construction & Home: Troy Granite, Bancroft Construction, Delaware Plumbing Pros.

Automotive & Retail: Smith Volkswagen, Plato's Closet, Urban Furniture Outlet

EDUCATION

Bachelor of Fine Arts (BFA)

Graphic & Interactive Design
and Printmaking

Tyler School of Art, Temple University
Philadelphia, PA, May 2014

Honors: Dean's List 2009 – 2013,
Golden Key International Honour Society

HONORS & CHARITY CONTRIBUTIONS

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

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

The Campeona & Champyons Project
Delaware Breast Cancer Coalition,
February 2022 – June 2023

Wilmington Crab Fest Branding
Delaware Ministry of Caring, June 2016

EXHIBITIONS

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