

# KRISTINA ODOM

GRAPHIC DESIGNER

+615 796 4075 

kodom.squarespace.com 

kodomdesigns@gmail.com 

## MY PROFILE

Diligent, hardworking, creative graphic designer pursuing to deliver excellent work with a unique background in traditional and digital design with a natural eye for accuracy. Experience with company identity, ecommerce, creative & technical problems solving and marketing. Excels with the entire Adobe Creative Suite, Magento 1 & 2 and technology. Flexible in both remote working and hybrid roles, as well as working independently or with a team.

## EDUCATION

2013 - 2018

### MEDIA & ENTERTAINMENT

Middle Tennessee State University

2012

### MINOR IN ART

Volunteer State Community College

## SKILLS

Website Design 

Identity Design 

Concept Design 

Coding 

Ingenuity 

Video Editing 

Editorial Design 

## INTERESTS

Hiking, Exploring

Design, Art and Painting

Technology

Gaming

## WORK EXPERIENCE

### FREELANCE

Self employed

2022-2023

- Communicated with and delivered approved results to clientele
- Updated and made changes to commissions upon request
- Product design
- Brand identity design
- Wordpress website design and theme maintenance, front end and back end
- Digital illustrations

### WEBMASTER/LEAD DESIGNER/PHOTOGRAPHER

B&P Lamp Supply

2019 - 2022

- Partnered with the president, vice president and marketing lead to develop 300+ design projects (product images, infographics, campaign ads, catalogs, pdfs and email templates)
- Maintained and improved product listings for retail and wholesale ecommerce websites (studio photography, photo editing and formatting)
- Developed ecommerce solution designs that improved efficiency, profit and traffic
- Managed and improved copy of multiple ecommerce sites with Magento 1 & 2
- Front end and back end website maintenance with cPanel MySQL

### WEBMASTER FOR MEDIA WEBSITE

MTSU Sidelines

2010 - 2014

- Logo and website design for journalism website. Technological training in WordPress
- Training in layout design
- Layout and website troubleshooting