

KRISTINA HAGMAN

CONTACT

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SKILLS

Technical Skills

Photoshop, After Effects, InDesign,
Lightroom, Bridge, Illustrator,
Studio Lighting, DSLR cameras,
Microsoft Office, Google Suite,
Figma, Premier Pro

Leadership Skills

Project & Team Management,
Mentorship, Strategic Ideation,
Cross-Team Collaboration

EDUCATION

Northeastern University and
**The School of the Museum of
Fine Arts at Tufts University**
Boston, MA
BFA in Studio Art
Minor in Graphic Design
GPA: 3.89
University Honors Program
Club Rock Climbing Team Member

INTERESTS

Rock Climbing, Cooking, Yoga,
Hiking, Travel, Slam Poetry,
Thrift Shopping, Plants

References available upon request

EXPERIENCE

Superbolt Agency Senior Graphic Designer

New York, NY | February 2021-Present

Manage team of three designers and portfolio of 15 clients. Keep track of multiple projects and ensure creatives are delivered on time. Oversee ads released to clients and provide creative strategy.

Pitch and design paid social media ads across different platforms (Facebook, Instagram, TikTok, Google). Present and communicate insights to help clients shape long-term strategies and achieve measurable business goals.

Collaborate with marketing and creative teams to conceptualize engaging digital campaigns in a variety of formats such as static, motion graphics, and video using client-provided brand guidelines and assets. Increase conversion rate via A/B testing and design iterations. Select accounts include Saie Beauty, Sollis Health, Le Prunier, Mustela, Skinfix, and Erie Home.

On the Move Entertainment Graphic Designer

New York, NY | January 2020-May 2020

Designed pitch decks, print collateral and digital content following specific brand guidelines while meeting tight company deadlines. Created content and maintained social media channels.

Collaborated with art director and video team to brainstorm new content and update old content. Worked alongside UX & Web designers to provide wireframes and graphics for website.

SmartBear Software Video Marketing Full-time Intern

Somerville, MA | January 2018-June 2018

Scripted, storyboarded, filmed and produced videos, including livestreams and motion graphics. Collaborated with sales, marketing, HR, and customer success to create specialized videos for each department. Recorded and edited podcasts for clarity. Maintained YouTube presence and optimized videos for SEO. Photographed office space and employees.

Dana-Farber Cancer Institute Graphic Design Full-time Intern

Boston, MA | January 2017-June 2017

Designed print and digital material, illustrated for the annual Paths of Progress magazine, assisted on photo shoots and live video interviews, edited and produced videos and animations, collaborated with other members of the communications team.