



DESIGNER | ART DIRECTOR | FENCER | GIRL DAD

Art Director with over 20 years of experience, specializing in creating engaging materials that boost brand awareness across various platforms. Skilled in team leadership, client collaboration, project delivery within timelines and budgets, vendor management, and relationship building.

FREELANCE

01/2023 – PRESENT

DESIGN & ART DIRECTION

Supporting clients by creating marketing materials, packaging, presentations, posters, ads, websites, social media content, trade show graphics, event support, branding and identity systems, custom icon sets, infographics, emails, dimensional signage, photo shoot direction, production estimates, and advising junior staff.

AMWELL

11/2007 – 01/2023

VISUAL DESIGN MANAGER

Reported directly to the Vice President of Visual Design and was responsible for the design, art direction, and producing company collateral, and advocating for brand consistency. This included marketing materials, booths and events, logos, branding systems, packaging, print and digital ads, web graphics, and coordinating freelancers, junior staff, and vendors.

SENIOR GRAPHIC DESIGNER

Reported directly to the Creative Director while leading the design of various projects. Collaborated with clients and internal stakeholders to understand messaging and design requirements to create compelling concepts while ensuring brand consistency.

GRAPHIC DESIGNER

Created graphics, including illustrations, logos, and layouts, and edited product photos. Also involved in shaping the visual aspects of websites, brochures, presentations, product packaging, and trade show exhibitions.

CARDSCAN

12/2000 – 11/2007

GRAPHIC DESIGNER

Responsible for designing and producing print ads, posters, trade show booths, product packaging, email design, website graphics, and managing photoshoots, print vendors, and freelance talent.

JUNIOR GRAPHIC DESIGNER


Responsible for designing various materials, including print ads, posters, trade show booths, product packaging, email designs, and more.


THE HOLEVIEW


10/1999 – 12/2000


GRAPHIC DESIGNER

Responsibilities included designing and producing yardage guide booklets, logo recreation, photo correction/manipulation and various types of illustration.

 (617) 429-1450
krlgtr@gmail.com

 Boston, MA
Providence, RI

 behance.net/kgetker

 fourthandfrank.com

SKILLS

DESIGN

- Illustrator
- Photoshop
- InDesign

PRESENTATIONS

- PowerPoint
- Keynote
- Google Slides

DOCUMENTS

- Word
- Google Docs

DIGITAL

- Sketch
- Figma
- XD

ANIMATION

- SVGator
- Animate

PEOPLE

- Art Direction
- Time Management
- Communication

CCSU | 1999

MASTER OF SCIENCE

Graphic & Information Design, Marketing Concentration

RISD | 1995

BACHELOR OF FINE ARTS

Illustration



PORTFOLIO



DOCUMENT DESIGN

TRADE SHOW DESIGN



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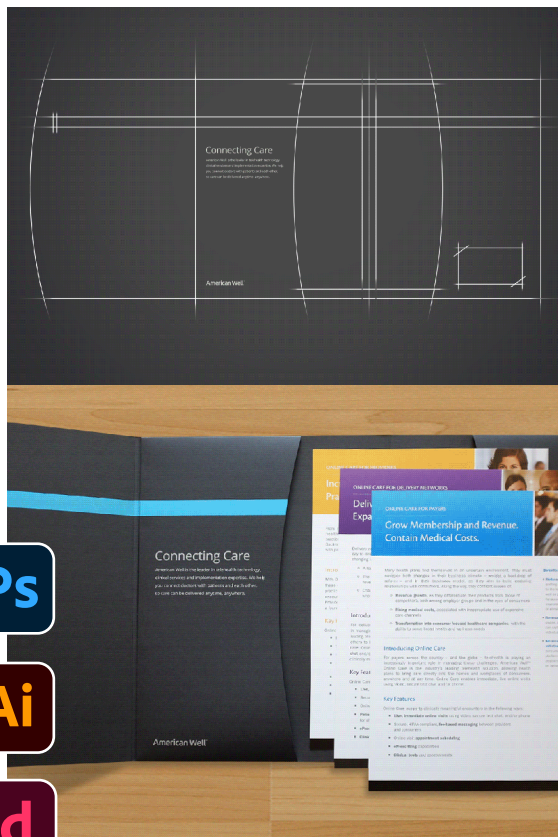
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MARKETING MATERIAL DESIGN

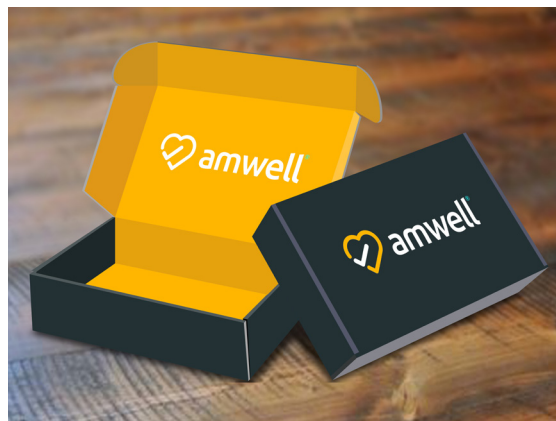
PACKAGING DESIGN



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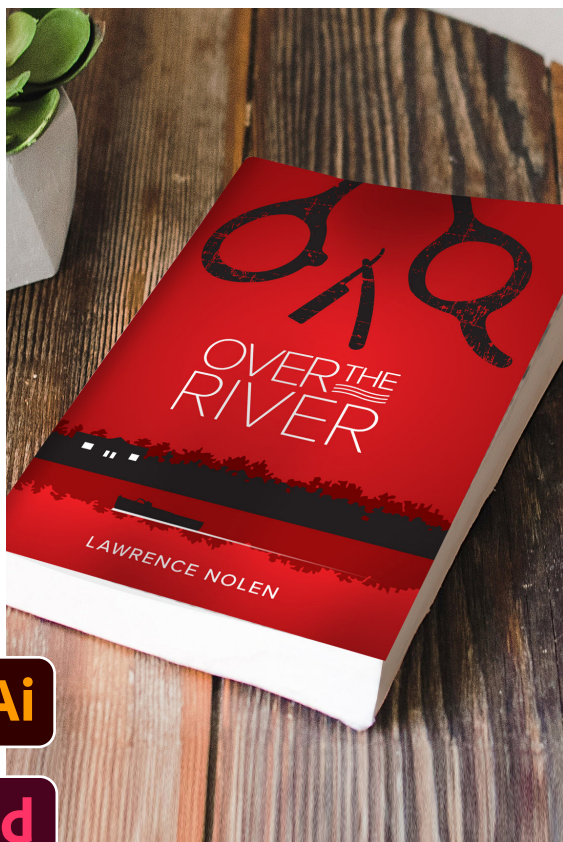
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BOOK COVER ILLUSTRATION



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POSTER DESIGN



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TSHIRT DESIGN



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POWERPOINT DESIGN



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