

Kristen Silva

SENIOR BRAND & DIGITAL DESIGNER

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Senior designer with 15+ years of experience creating brand identities, campaigns, digital experiences, and print across B2B and consumer brands. Combines creative direction with hands-on design, building visual systems, reusable templates, and AI-assisted workflows that help teams create consistent branded content.

PROFESSIONAL EXPERIENCE

Elastic Path | Senior Graphic Designer

2023 - Present

Sole in-house designer for a global B2B commerce platform, leading brand design across marketing and partnering with teams on campaigns, presentations, and digital content.

- Led website redesign and rebrand work across web, email, and social, connecting digital layouts with a consistent visual identity.
- Revised the 2026 brand guidelines, defining logo usage, typography, color, iconography, and art direction to give teams a practical reference for branded content.
- Built reusable design systems in Figma, a Canva Brand Kit, and a Google Slides template, translating brand standards into tools for everyday team use.
- Designed the ShopTalk 2025 event campaign across booth graphics, demo signage, personalization materials, print collateral, merchandise, social, and motion. Adapted artwork to production constraints including monitors, shelving, and door seams.
- Created Small Batch podcast identity concepts and content layouts, connecting the podcast to the parent brand across episode graphics and social applications.
- Developed an internal ChatGPT Brand Assistant using approved guidelines, messaging, and assets; used Claude and ChatGPT to support design-system and creative workflows.
- Produced landing pages, social carousels, paid ads, customer-story graphics, and video; launched presentation office hours to help colleagues strengthen their decks.

MarketGenesis | Design Manager & Brand Lead (Contract)

Oct 2025 - Present

Lead brand and campaign design across multiple B2B clients at a full-service marketing agency.

- Developed and refined logo systems with art directors and executive stakeholders, presenting concepts and explaining the rationale behind design decisions.
- Created presentation templates and branded slide systems, including company-overview, AI-infrastructure, and healthcare decks for 2NSystems.
- Designed responsive email campaigns in BeeFree, including product launches, welcome journeys, educational content, and webinar promotions for multiple client brands.
- Transformed source documents into branded lead magnets and editorial layouts for 2NSystems and Innovo Coach; managed concurrent briefs, project scope, and delivery.

Sonneman - A Way of Light | Graphic Designer

2018 - 2022

- Directed annual catalog design and production, using repeatable layout systems to maintain consistency across a large product range.
- Created print and digital assets with product and sales teams, connecting product information with the brand's visual identity.
- Improved production workflows and asset organization to support consistent, efficient delivery.

Exhale Enterprises | Graphic Designer

2014 - 2018

- Led brand design across digital and physical touchpoints for a wellness brand with multiple locations.
- Designed integrated campaigns across web, email, social, and print to support launches and maintain brand consistency.

CORE SKILLS

Brand Systems & Visual Identity; Design Systems & Templates; Creative Direction; Website & Digital Experience Design; Campaign & Email Design; Presentation & Sales Enablement; Events & Environmental Graphics; Print & Editorial Design; Motion Graphics & Video; AI-Assisted Design Workflows

TECHNICAL SKILLS

Design: Figma, Adobe Photoshop, Illustrator, InDesign, Canva

Motion & video: Adobe Premiere Pro, Descript

AI workflows: ChatGPT, custom GPTs, Claude

Marketing & presentations: BeeFree, Klaviyo, PowerPoint, Google Slides

Web: Craft CMS

EDUCATION

Pratt Institute

Bachelor of Communication Design, Graphic Design