Kristen Silva.

Senior Brand & Digital *Designer*

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Senior brand and digital designer with 15+ years across B2B technology and consumer brands. Owns brand identity, campaigns, web, events, and presentations. Builds guidelines and templates that help teams create consistent work, and leads practical AI adoption through tools and training.

Professional Experience:

Elastic Path | Senior Graphic Designer

January 2023 – Present

Owned brand and marketing design as the sole in-house designer for a global B2B commerce platform. Initially full-time, later part-time; now providing project-based contract support.

- Owned and evolved Elastic Path's brand guidelines and led the rebrand rollout across web, email, and social, partnering with marketing colleagues from concept to production.
- Built reusable Figma layouts, a Canva Brand Kit, and Google Slides templates that enabled colleagues to create consistent, on-brand materials.
- Led ShopTalk 2025 creative across booth graphics, environmental signage, merchandise, video, and campaign assets; supported NRF and eTail events.
- Designed integrated campaigns, landing pages, paid ads, and social content; held presentation office hours to strengthen sales and marketing materials.
- Developed a Claude design system and ChatGPT Brand Assistant to scale on-brand creative production; trained colleagues through hands-on sessions and Loom tutorials.
- Produced and edited video content for webinars, the Magic Quadrant campaign, event sizzle reels, and product demos; created social graphics and videos for marketing campaigns.

MarketGenesis | Senior Brand Designer

October 2025 – Present

Provide project-based brand, digital, and print design for multiple agency clients, partnering with art directors and clients from brief through revisions and delivery.

- Created branded presentation systems and executive-ready decks for 2NSystems covering company positioning, AI infrastructure, and healthcare.
- Turned complex source material into clear, polished lead magnets and editorial publications for clients including Innovo Coach.
- Designed responsive email campaigns in BeeFree for product launches, welcome journeys, education, and webinars.
- Developed visual identities, logos, and presentation templates in collaboration with art directors and client stakeholders.

Sonneman – A Way of Light | Graphic Designer
February 2019 – December 2022

- Designed and produced annual architectural lighting catalogs, using repeatable grids and typography to organize a large product collection.
- Created brochures, postcards, posters, packaging, and other print and digital materials with product and sales teams, keeping product information accurate and brand-consistent.
- Prepared production-ready files and improved asset organization and workflows to support efficient delivery.

Exhale Enterprises | Graphic Designer
January 2014 – December 2018

- Designed print, digital marketing, and permanent signage for the corporate team and 30 spa and studio locations, maintaining consistency across national and local communications.
- Created web, email, social, and print materials supporting new locations, fitness classes, and teacher training programs.

Core Skills:

Brand Identity & Guidelines • Brand Governance • Creative Direction • Design Systems & Templates • Integrated Campaigns • Websites & Landing Pages • Sales Presentations • Event & Environmental Design • Print & Video • AI Adoption & Training • Cross-functional Collaboration

Tools:

Design: Adobe InDesign, Illustrator, Photoshop, Figma, Canva
Presentations: PowerPoint, Google Slides
Video: Adobe Premiere Pro, Descript
Marketing & web: BeeFree, Klaviyo, HubSpot (working familiarity), Craft CMS
AI workflows: Claude, ChatGPT, custom GPTs

Education:

Pratt Institute
Bachelor of Communication Design, Graphic Design