

Kristin Keller

CONTACT

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Kristin Keller is a Design Director with over 20 years of experience. From concept to execution, she has spearheaded both design & strategy for Happy Brands products for the last 15 years. Her keen attention to detail, innovate concepts, and high level creative direction continue to make her stand out in the design world.

EDUCATION

2003 – 2005

The Art Institute of California - OC
Costa Mesa, CA

Bachelor of Science - Graphic Design

2001 – 2003

Brooks College of Design
Long Beach, CA

Associate of Science - Graphic Design

VOLUNTEER EXPERIENCE

2026 – 2025

Mission Viejo Girls Softball - Board Member
Digital Marketing & Yearbook Director

2026 – 2016

Girl Scouts of Orange County
Girl Scout Leader

2026 – 2022

Philip Reilly Elementary
Yearbook Chairperson

EXPERIENCE

PRESENT – 2023

Happy Brands
Garden Grove, CA

Senior Design Director

Lead creative direction and oversee product design from concept through production, ensuring alignment with brand strategy and business goals. Directed the creative development of 1000+ SKUs annually across multiple product categories.

Direct the design of planners, stationery, stickers, paper goods, and lifestyle accessories, maintaining high standards of creativity and quality while researching market trends and consumer insights to develop new product concepts and seasonal collections.

Mentor, manage and guide the creative team, fostering collaboration, innovation, and design excellence while collaborating with Product Development, Production, Sales, and Marketing to deliver commercially successful products.

Manage art licensing partnerships, including sourcing artists, directing collaborations, and maintaining brand standards.

Streamline creative workflows and manage project timelines using Lytho to improve team efficiency and project visibility.

Present creative concepts and participate in client and cross-functional meetings to support strategic initiatives.

2019 – 2023 *Art Director*

2015 – 2019 *Senior Graphic Designer*

2010 – 2015 *Graphic Designer*

2007 – 2010

Creative Imaginations
Huntington Beach, CA

Assistant Art Director/Designer

Designed and developed a variety of scrapbook collections, including paper designs, stickers, chipboard, and metal-cast embellishments. Worked with licensed artwork from companies such as, Disney, Warner Brothers, and Lego to create papercrafting and gift products. Art directed and managed an artist, providing creative concepts, feedback, and ongoing direction to ensure accurate execution and alignment with the collection's creative vision.

SKILLS & PROFICIENCIES

PROFESSIONAL

Team Leadership
Licensing Management
Print Design
Layout Design
Lettering
Illustration
Brand Identity

TECHNICAL

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Microsoft Word
Microsoft Powerpoint
Microsoft Excel
Procreate
Miro
Lytho