

1320 20th Street
Monroe, Wisconsin 53566
517.861.7553 | kristendemay@gmail.com

References available upon request.
To view online portfolio please visit:
demaydesigns.com/portfolio/

experience

DEMAY DESIGNS LLC

Founder & Senior Designer

Glenwood Springs, CO / Monroe, WI | Summer 2009 – Present

Freelance designer and company founder, working independently and with partner agencies. Specializing in brand identity, print design, digital marketing, and custom websites. Projects include logos, brochures, apparel, signage, advertising, and complete website development and strategy.

PRECISION DRIVE & CONTROL

Marketing Coordinator

Monroe, WI | Winter 2020 – Summer 2025

Led the creation and execution of all branded content across print, digital, and social platforms. Designed and managed ads, brochures, signage, business cards, swag, vehicle graphics, internal communications, and the company website. Directed social media strategy, company newsletter, and event marketing—while building the organization's first comprehensive marketing program from the ground up.

ADVANTAGE BRANDING GROUP

Graphic Designer

Carbondale, CO | Spring 2010 – Fall 2011

In-house designer supporting a wide range of client needs, including logos, websites, newsletters, print collateral, signage, and branded apparel. Continued working with clients on a freelance basis after employment.

NOELHOUSE CREATIVE

Graphic Designer & Office Assistant

Carbondale, CO | Summer 2008 – Summer 2009

Assisted in designing brand identities, advertisements, brochures, and newsletters while managing full web development for client websites. Handled administrative tasks such as phone support and office organization. Continued working as a freelance designer after the position ended.

COLORADO MOUNTAIN NEWS MEDIA

Graphic Designer & Night Shift Proofer

Gypsum, CO | Spring 2007 – Summer 2008

Produced and revised newspaper ads and inserts. Served as the final quality control, proofreading all designs for accuracy, color, and layout prior to print.

FERNDALE HIGH SCHOOL

Student Teaching Internship

Ferndale, MI | Fall 2006 – Spring 2007

Taught English and humanities to grades 10–12. Coached volleyball and softball, and supported student success through the after-school tutoring program.

MICHIGAN STATE UNIVERSITY PRESS

Marketing and Publicity Assistant

East Lansing, MI | Spring 2004 – Winter 2005

Designed and distributed press releases and order forms. Coordinated with authors, contributors, and reviewers while maintaining editorial calendars and performing office duties. Also served as editor of four editions of *The Offbeat*, a student-run literary series dedicated to publishing diverse Michigan voices and fostering connection among writers.

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2023

education

COLORADO MOUNTAIN COLLEGE

Glenwood Springs, CO | Fall 2008
Completed Web Design Course

TEACHER CERTIFICATION

Spring 2007
Michigan Secondary Provisional Certification: English (6–12), Journalism (6–12)

MICHIGAN STATE UNIVERSITY

East Lansing, MI | Fall 2002 – Winter 2005
Bachelor's in English, Journalism Minor — Graduated with Honors
Honors College, Dean's List
Study Abroad: Literature in London, Summer 2005

skills

DESIGN & CREATIVE

Brand Identity • Print & Digital Design • Typography & Layout • Color Theory • Visual Storytelling •
Packaging & Apparel Design • Campaign Development • Creative Direction

DIGITAL & WEB

Responsive Web Design • UX/UI Principles • WordPress • HTML/CSS (basic) • Email Marketing Design •
Social Media Design • Website Management • SEO Awareness

TOOLS & PLATFORMS

Adobe Creative Suite • Microsoft Office • Google Workspace • WordPress • HubSpot & CRM Platforms
Familiar with Canva & Figma

MARKETING & STRATEGY

Brand Messaging Consistency • Content Planning • Cross-Channel Campaigns • Copywriting •
Event Promotion • Analytics-Informed Design Decisions

COLLABORATION & LEADERSHIP

Project Management • Cross-Functional Communication • Vendor Coordination • Team Collaboration •
Presentation & Pitching Skills • Mentorship & Instruction (Led high school students in digital marketing
through LAUNCH program) • Freelance & In-House Experience