

KIERAN STREI

Visual designer with a background in multimedia advertising and creative marketing campaigns; applies innovative and resourceful solutions to produce refined, compelling, and effective content; believes in the power of visual storytelling and enjoys the project lifecycle from concept to execution.

CONTACT

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[Creative Portfolio](#)

EDUCATION

Virginia Commonwealth University, Dean's List
Mass Communications (BS)
Concentration: Creative Advertising
Emphasis on: Art Direction, Graphic & Motion Design, Photo, Video

PROFICIENCIES

Adobe Creative Suite - InDesign, Illustrator, Photoshop, After Effects, Premiere Pro, XD Acrobat | Canva | Visme Flourish | Webflow Constant Contact | Mailchimp Final Cut Pro | ClipChamp MS Office Suite | MS Teams Wordpress CMS | Wix Mac | Windows

EXPERIENCE

Marketing Associate - Graphic Design | 2019 - present

Community Foundation for a greater Richmond

- Leads the creative direction, design and implementation of B2B and B2C digital, CRM, print and OOH marketing efforts, including multimedia campaigns, reports, external presentations direct mail and advertisements; drives high-performing visual presence and brand recognition.
- Collaborates with marketing and cross-functional teams, external agencies and partners to enforce brand identity and provides cohesive pre-press, print, and digital design guidance for affiliated organizations; renders engaging data visualization through infographics and dynamic visuals.
- Develops structured tutorials, templates and comprehensive frameworks across departments for increased efficiencies in composition, color, typography and sub-branding; contributes to digital and print presentations to prospective customers, advisors and partners.
- Identifies creative opportunities and design avenues for branded content and describes project requirements, timelines, media and budget parameters; strategizes desired visual outcome through measured KPIs to increase stakeholder engagement.

Multimedia Designer - Photo, Print, Web | 2015-2019

Angle, Incorporated

- Elevated organization's visual presence with a refreshed brand kit, logo set and website design with captivating layouts for lengthy reports in print and digital formats; incorporated compelling visuals to effectively present complicated data and renderings in the government contracting sector.
- Built all design and maintenance standards of web and mobile online presence, including back-end web account and domain management, logo revitalization. and photography asset database; Streamlined SEO initiatives resulting in a 72% increase in website traffic.
- Maintained compliance with Defense Counterintelligence and Security Agency regulations and maintained a Controlled Unclassified Information (CUI) certificate.