

# Kristen Sorace

## EDUCATION

### School of Visual Arts

New York, NY / 2011–2015  
BFA Graphic Design

## AWARDS

**TDC62** / Certificate of  
Typographic Excellence

**TDC61** / Certificate of  
Typographic Excellence

## SKILLS

Adobe CC  
Illustrator, Photoshop,  
InDesign, Bridge  
Microsoft Office  
Typography  
Image Creation  
Layout Design  
Print Production  
Illustration  
Handlettering  
Organized  
Multi-tasker

## EXPERIENCE

### Universal Music Group

Republic Records, Island Records, Def Jam Recordings, Verve Label Group

Art Director / May 2021 – Present

Designer / December 2017 – May 2021

- + Collaborated with recording artists and mgmt. to create unique visual identities for release campaigns. Frequently communicate directly with the artists and their management to revise and fine tune all aspects of the project's art direction from mood board creation to font choice.
- + Produced photoshoots and managed outside creatives to carry out each project's visual objective. Responsible for budgeting and hiring photographers, hair and makeup artists, fashion stylists, etc. (See portfolio link for photoshoot highlights from the following artists: John Legend, Frawley, Chelsea Cutler, Sarah Cothran, etc.)
- + Designed original album and single cover art for UMG's roster of artists. Responsible for the adaptation of final designs to digital and print formats, including physical album packaging. (See portfolio link for album design highlights from the following artists: Noah Kahan, John Legend, Ariana Grande, Chelsea Cutler, etc.)
- + Implemented brand guidelines for UMG labels. Responsible for designing print ads for Billboard, Rolling Stone and Variety magazines, as well as digital billboards across the country, assets for the labels' and artist socials, and merchandise for the individual brands.

### Supergoop! / Freelance Designer

June 2017 – September 2017

- + Created marketing materials for print and digital platforms for the Supergoop! skincare line.

### Mirko Ilić Corp. / Junior Designer, Studio Assistant

February 2016 – December 2016

- + Assisted with design work for luxury hospitality clients.
- + Collected submissions and designed layouts for a Rizzoli published design book.
- + Handled client relations and workflow of interns.

### SpotCo / Design Intern

September 2015 – February 2016

- + Assisted the design department with the creation of key art for Broadway and off Broadway shows.