

Kristie McGlaughlin

VISUAL COMMUNICATIONS DESIGNER

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≡ ABOUT ME

Experienced visual communications designer who enjoys building and maintaining communication systems across print and digital platforms, translating complex information into clear, engaging experiences.

≡ DESIGN SOFTWARE

Adobe InDesign
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Adobe Photoshop
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Adobe Illustrator
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Adobe Premiere
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Adobe After Effects
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Adobe Acrobat
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Figma
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Adobe Express
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Canva
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≡ WORK EXPERIENCE

COMMUNICATIONS DIRECTOR *Worthington Christian Church*

2003-2026

- » Led the transition from print-first communication to digital engagement during the COVID-19 shutdown, launching an online campus in **under three days** and maintaining uninterrupted weekly livestreams and regular engagement.
- » Designed, maintained, and continually optimized two WordPress websites, ensuring accessible content, intuitive navigation, and consistent visual identity.
- » Directed the visual communications strategy for a multi-ministry organization, producing integrated campaigns across print, web, email, and social media channels.
- » Developed two weekly email communications achieving approximately **63% open rates**.
- » Increased Facebook reach by **21.3%** and Instagram reach by **100.8%** through strategic digital content.
- » Managed commercial print production from concept through delivery, partnering with vendors to ensure quality, budget, and deadlines were consistently met.
- » Created visual identities for sermon series and ministry campaigns spanning print, web, video, and social platforms.
- » Managed the complete lifecycle of communication projects from concept through production for ten ministries (and their associated groups) simultaneously.

GRAPHIC DESIGNER *Nationwide*

2001-2003

- » Designed and managed print collateral and brochures for agents and clients, ensuring brand consistency across all materials.
- » Assisted in the decision-making process to determine the appropriate components of a project for use by agents.
- » Designed and executed weekly email newsletter, 'The Financial Spotlight,' distributed to Financial Services stakeholders via CRM, driving internal engagement.
- » Partnered with compliance to review and approve all marketing materials, maintaining brand consistency across all agent-facing collateral.
- » Executed monthly campaign updates for rate-sensitive product materials, ensuring agents received accurate pricing within an hour turnaround during market fluctuations.

≡ EDUCATION

JOURNALISM

Kent State University

≡ INTERESTS

Reading

Fiction writing & editing

Web design

Cooking & baking

≡ COMPETENCIES

WordPress



ConstantContact



Hootsuite



Microsoft Office 365 & Teams



Midjourney



Firefly



ChatGPT



≡ WORK EXPERIENCE CONT.

GRAPHIC DESIGNER

Columbia Gas

2000

- » Designed print and web assets for national internal clients across Industrial Sales/Marketing, Training & Evaluation, and Corporate Communications.
- » Produced presentations, bill inserts, catalog covers, educational collateral, programs, posters, and folders for energy sector campaigns.
- » Designed intranet pages for monthly 'Gaslines of Ohio' newsletter and archive, improving internal communications reach.

GRAPHIC DESIGNER

GTR Advertising

1998-2000

- » Designed print ads, signage, mailers, banner ads, and client web pages in collaboration with Account Executives.
- » Refreshed design portfolios regularly to retain client loyalty and secure repeat business.
- » Redesigned ad templates to streamline future revisions, halving turnaround time.
- » Converted weekly print ads into HTML for web publication, expanding reach to online job seekers.

COMPUTER SERVICES MANAGER

Kinko's

1996-1998

- » Designed ads, mailers, logos, newsletters, business stationery, programs, and brochures; handled photo manipulation and prepress production for client projects.
- » Resolved client concerns and delivered projects ahead of deadline, consistently exceeding expectations.