



SKILLS

Creative Software

Expert in Adobe InDesign, Illustrator, Photoshop, and Acrobat

Proficient in Microsoft Office Suite

Familiar with Adobe After Effects, Premiere Pro, WordPress and basic web workflows, Canva, Figma, and Infogram

Design Expertise

Typography mastery: balancing beauty with readability and function

Logo design and full brand identity development

UI/UX design fundamentals

Print production, prepress, press checks, and vendor coordination

508-compliance for accessibility

Visual & Strategic Capabilities

Digital illustration and custom icon development

Photography, photo editing, and image curation

Data visualization and infographics

Marketing copywriting, editing, brand messaging, and creative storytelling

Leadership & Collaboration

Creative strategy and project management

Thives independently and within cross-functional teams

Leading and mentoring remote and in-person design teams

Client presentations, stakeholder collaboration, and feedback integration

EDUCATION

Bachelor of Arts in Studio Art **Messiah University, 2007**

Magna Cum Laude
Concentration: Graphic Design

Semester Abroad **Australia Studies Centre** **Feb–Jun 2005**

Sydney, Australia
Graphic Design and Photography

Kristen Kropf

ART DIRECTOR + GRAPHIC DESIGNER

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Kristen Kropf is a trusted art director, graphic designer, and creative strategist whose work has been featured nationwide, including in Times Square. With over 15 years of experience, she now focuses on freelance and contract work, partnering with mission-driven, Catholic, and America-first organizations to deliver impactful and meaningful design. Kristen combines strategic insight with expert typography to produce clear, compelling visuals across print and digital platforms. She excels in collaborative settings and also thrives independently, always thoughtfully driving projects forward. Clients rely on her creative leadership, attention to detail, and ability to deliver polished, data-driven designs that inspire action.

WORK EXPERIENCE

Kristen Kropf Design // Freelance Graphic Designer

Owner & Lead Designer 2005–Present (Full-time since Oct 2024)

Creating compelling design solutions for mission-driven organizations, think tanks, nonprofits, and schools, with a focus on visual identity, branding, print collateral, website strategy, and digital assets.

Notable clients:

- **American Enterprise Institute (AEI)** – Branding and custom, monthly editorial imagery for new essay and opinion library *The American Enterprise*
- **Bilander Media** – In support of Americans for Tax Reform (social media graphics) and Center for Renewing America (marketing collateral and event banners)
- **National Center for Energy Analytics (NCEA)** – Branding, presentation graphics, and onsite event support
- **Center on Child and Family Policy (CCFP)** – Data visualization and infographics
- **New Target** – Logo development and creative strategy for web design
- **The Basilica School of Saint Mary (Alexandria, VA)** – Event branding, marketing collateral, and historic image-based wall wrap mural

DCG Communications // Remote

Art Director Dec 2020–Oct 2024

Senior Graphic Designer Dec 2018–Dec 2020

VA Suicide Prevention Communications Contract

Dec 2018–Oct 2024

- Led creative direction and visual strategy for the U.S. Department of Veterans Affairs Office of Suicide Prevention and Veterans Crisis Line.
- Designed a wide range of print and digital deliverables: brochures, guidebooks, fact sheets, DOOH ads, billboards, PSAs, infographics, reports, social media graphics, and motion ads.
- Evolved the Veterans Crisis Line brand by integrating feedback from veteran advisors and researchers to create more relatable, human-centered visuals.
- Developed comprehensive branding for the “Dial 988 then Press 1” transition, ensuring clear and accessible messaging.
- Directed full refresh of VeteransCrisisLine.net, improving UX through updated content, imagery, and layout.
- Designed the annual 80+ page Suicide Prevention Annual Report, plus 53 state data sheets and companion graphics.

WORK EXPERIENCE (continued)

- Led all creative strategy and output for Suicide Prevention Month campaigns and national awareness efforts.
- Provided art direction for national photoshoots and video shoots, contributing 150+ unique veteran participants annually and generating thousands of new images for the VA's photo library.
- Collaborated with paid media and strategy teams to produce high-impact, data-driven ads for KeepItSecure.net and Veterans Crisis Line — featured at the Super Bowl, World Series, and March Madness.
- Helped grow and lead the design team from a one-person operation to a multi-designer contract team.

VHA Office of Nursing Services Project Management Contract May 2024 – Oct 2024

- Designed and directed visuals for webinars with 200+ attendees.
- Led design concepting for a public SharePoint site and digital resource library.

Stop Soldier Suicide Communications Contract Jan 2024 – Oct 2024

- Oversaw design of donor report, landing page, social media graphics, and website refresh.

Internal & Corporate Work at DCG

- **DCG Rebrand (2022–2023)** – Art direction and lead designer for logo redesign, marketing collateral, and new corporate website.
- **Avvy Brand Creation (2024)** – Led brand development for DCG's joint venture, including visual identity and brand guidelines.
- **Creative Super Happy Fun Retreat** – Concepted and led a 20-person remote team retreat — DCG's first in-person creative event.
- **Creative Department Leadership** – Led team meetings, hosted virtual culture-building activities, and developed onboarding materials.
- **Company Culture & Business Development** – Mentored junior designers, contributed to the company blog, and designed proposal covers and layouts for new business RFPs.

Management Concepts // Tysons Corner, VA Senior Graphic Designer Nov 2011–Nov 2018

Led visual strategy and brand management for a federal training provider. Designed a wide range of print and digital marketing materials. Managed the full creative scope for design projects supporting major clients including HHS, DOL, DoD, and Amtrak. Spearheaded a company-wide rebrand and redesigned the direct mail catalog, improving content clarity and reducing production costs.

Stanley Associates, Inc. (acquired by CGI Federal in 2011) // Arlington, VA Graphic Designer Feb 2009–Nov 2011

Created branded designs for internal departments, government proposals, and marketing campaigns. Developed print and digital collateral to enhance the company's professional image and support business development efforts.