



Kristine Nelson

Wm. B. Eerdmans Publishing Co.

Art Director

Art direction, cover design, project management, presentation, and production for 70 academic and trade titles per year. Participate in titling meetings. Communicate with authors to reveal final cover designs. Research, procure, license, and manage images for covers including fine art, illustration, and stock photography. Source, hire, and direct freelance designers. Work with the production/editorial and marketing teams to develop and implement processes for an efficient workflow.

August 2021–Present | Grand Rapids, Michigan

StoryLook Design

Art Director and Principal

Design, art direction, project management, layout, and production of covers, interiors, packaging, and marketing material for several book publisher clients. Develop picture book storyboards and direct illustrators during all phases of art development. Source and direct illustration, photography, and freelance designers.

April 2012–August 2021 | Grant, Michigan

HarperCollins Christian Publishing

Sr. Art Director | Zonderkidz

Create books for toddlers, children, teens, and young adults. Participate in titling and creative strategy meetings. Design, layout, art direction, presentation, project management, and production of covers, interiors, and packaging. Develop picture book storyboards and direct illustrators during all phases of art development. Source and direct illustration, photography, and freelance designers.

August 2005–April 2012 | Grand Rapids, Michigan

Design Design, Inc.

Design Manager | Greeting Cards

Design and development of the greeting card and stationery products, including management of all aspects of print production, vendor coordination, and on-press color and decorative special effects approvals. Supervise greeting card design staff.

June 2003–August 2005 | Grand Rapids, Michigan

Kris Nelson Graphic Design

Designer and Principal

Design, layout, and production of client book covers, gift book covers and interiors, related marketing, and retail merchandising signage from concept to completion.

August 1997–June 2003 | Greenville, Michigan

Zondervan

Designer

Design, layout, art direction, and production of book covers and related packaging, marketing, and retail merchandising signage from concept to completion.

June 1993–January 1997 | Grand Rapids, Michigan

PROFILE

With an eye for engaging visuals and strong typography, I deliver designs that make a connection. Listening and asking the right questions is where I start. Communication, collaboration, and excellent organizational skills are a natural part of the process. The concept of 'the design is in the details' is reflected in my work.

PORTFOLIO

kristinenelson.crevado.com

StoryLookDesign.com

EDUCATION

Kendall College of Art and Design

Visual Communications

Grand Valley State University

Graphic Design

Davenport University

Business/Accounting

SKILLS

- Graphic design and art direction
- Concept development and execution
- Illustration sourcing and direction
- Photography sourcing and direction
- Project management
- Organization and communication
- Design team leadership
- Scheduling and budgeting
- Print and prepress production
- Macintosh OS
- Adobe Creative Suite

CONTACT

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