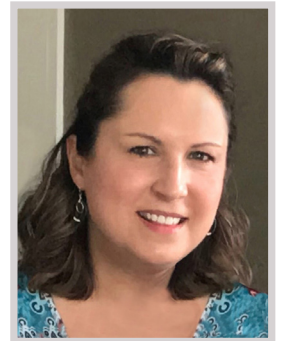




Kristine Nelson

My approach to design

- Maintaining a genuinely collaborative spirit at all times.
- Being approachable and easy to work with.
- Accepting feedback with grace and appreciation, and challenging it when appropriate.
- Communicating thoroughly throughout a project. Listening intuitively to the nuances.
- Fostering positive work relationships with sensitivity for everyone in the creative process.
- Attending to the details creates a better design. My work is creative, methodical, and detailed.
- Everything in a design is connected. The art, photos, fonts, colors, and tone have a rationale.
- Process, schedules, and a creative strategy are the foundations of any successful design project. With these footings established and implemented, teams can be more innovative, effective, and timely.
- Curiosity and design exploration within the boundaries of a project (budget, timing, audience, strategy) motivate and drive creative thinking.
- When a project's goals or circumstances change, I adapt and explore options to meet the new design objective.
- Design is about communicating an aesthetic; setting a mood; and connecting with the viewer, customer, or reader. I like connecting things.



About

In August 2021, I joined Wm. B. Eerdmans Publishing Co. as art director, where I create and manage cover designs for trade and academic titles. I am fortunate to be surrounded by learned and talented publishing professionals who are creative, kind, humble, and communicative.

Before Eerdmans, I was self-employed for ten years through my freelance business, StoryLook Design. My clients included several publishers, where I provided design and art direction for book covers, picture books, and gift books. Before that, I was with Zonderkidz / HarperCollins Christian Publishers as senior art director designing picture books for children and book covers for teen and young adult books.

I thoroughly enjoy working in the design field and am energized by the challenge of a new project, brainstorming solutions, and immersing myself in the details to understand the subtleties. I identify with the Japanese concept of ikigai.

My husband and I are empty-nesters who enjoy life in the peaceful surroundings of our lakeside home just north of Grand Rapids, 25 miles from the coast of beautiful Lake Michigan.