

Kristalyn Burns

Senior Multidisciplinary Designer

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Multidisciplinary designer specializing in brand, web, and visual communication across digital and print. Combines creative problem-solving with strong technical execution and systems thinking to turn complex organizational needs into clear, engaging experiences.

Core Skills

Design Software: Photoshop, Illustrator, InDesign, Adobe Animate

Web & UI/UX Design: Figma, WordPress, HTML, CSS, JavaScript, PHP, MySQL

Marketing & Analytics: Email Marketing, Social Media Management, Google Analytics, Content Strategy, Project Management

Experience

2013-present

Adjunct Faculty, North Shore Community College (Danvers, MA)

Design, develop, and teach courses in graphic design, web design, and technical software skills to prepare students for practical real-world roles in the design and marketing fields.

- Taught 1-3 classes per semester for 13 years, with up to 20 students per class.
- Developed curriculum and course materials for multiple courses.
- Participated twice in the program review process, conducted every 5 years.
- Graphic Design Program Advisory Board member since 2008.

2021-2026

Nonprofit Marketing, The Community House (South Hamilton, MA)

- Creative Director (2024-2026)
- Marketing Manager (2022-2024)
- Marketing & Development Administrator (2021-2022)
- Developed marketing materials for fundraising outreach and events, contributing to over \$100,000 in annual giving. Created collateral for a capital campaign that raised over \$800,000 in 2022.
- Developed a monthly e-newsletter reaching over 7,000 households and grew the email list by about 50%.
- Grew the organization's social media presence, increasing followers by over 40% across platforms.
- Led website usability improvements through redesigned page layouts, improved mobile navigation, and streamlined registration pathways.
- Managed a website serving over 8,000 monthly visitors and supporting registration for 400+ annual program enrollments.
- Supervised interns and contract professionals. Assigned projects, provided feedback, oversaw deliverables, deadlines, and adherence to brand standards.
- Formed and led a cross-functional Marketing Committee of staff and board members.
- Initiated and led an effort to update the organization's branding with a refreshed brand system and guide, in close collaboration with the Marketing Committee.

2007-2019

Contracted Graphic Designer, Kishgraphics (Salem, MA)

Collaborated with a small design studio to produce websites, illustrations, marketing collateral, logos, brochures, and promotional materials for a variety of clients. Translated website mockups into functional websites and provided production support across print and digital projects.

Education

2007-2009

Bachelor of Science in Graphic Design, with High Honors | The New England Institute of Art

2005-2007

Associate in Applied Science, Digital Graphic Design, with Highest Honors | North Shore Community College

Recognitions

2010

NCMPR Paragon Awards Judging Panel, Northeast Region

2009

Published in The Graphic Designer's Guide to Portfolio Design, 2nd Edition by Debbie Rose Myers