



10808 France Ave. S, Bloomington, MN 55431  
kemorical@gmail.com • www.kristinemorical.com  
h. 952.881.5315 • c. 612.807.5083

## Experience

**07/2011-Present – Web Developer: Avallo Creative & Web Development – Maple Grove, MN**  
Design, build and maintain interactive and functional websites for a variety of clients.

**10/2008-Present - Photo Lab Team Member: Target, Lakeville, MN**  
Responsible for greeting photo lab guests and responding quickly to questions about products and services; processing, packaging, filing and accurately ringing up photo lab orders; maintaining photo lab equipment; assisting guest services and front lanes; and performing other fast, fun and friendly services.

**12/2006-08/2008 - Graphic Designer: Machalek Communications, Inc., Burnsville, MN**  
Designed, produced and managed client and vendor relationships for print and interactive business-to-business (B2B) direct marketing communications pieces for seven niche markets within the in-house creative services department. Project experience included direct mail packaging and postcards, email marketing campaigns, banner ads, electronic brochures (eBrochures), websites, press releases, identity and print collateral materials.

**04/2006-12/2006 - Temporary Assignment - Account Associate: Basic Reprographics: AppleOne Employment Services - Golden Valley, MN**  
Solely responsible for receiving, prioritizing and running multiple print projects on high-volume 4-color and black and white digital presses, copiers and scanners and utilizing several finishing machines to complete projects within deadlines in the second shift print production position within the Xerox Document Center in General Mills Corporate Headquarters.

**11/2005-02/2006 - Interactive Design Intern: U4EA Design - St. Paul, MN**  
Designed and produced multiple print and interactive projects within the interactive design firm. Project experience comprised of print collateral; websites; and e-commerce newsletters, bulletins, postcards and invites.

**07/2003-10/2003 - Design Intern/Contractor: General Mills - Golden Valley, MN**  
Designed and produced branding and print collateral, including envelopes and a poster/brochure, for the United Way Campaign; oversaw, assisted with and brainstormed for several photo shoots; attended press checks; and designed some internal print collateral and web graphics within the corporate communications department.

## Education

**2000-2004 Bachelor of Fine Arts in Communication Design: The College of Visual Arts - St. Paul, MN**  
**1999-2000 General Coursework: Minneapolis Community and Technical College - Minneapolis, MN**  
**1999 Post-Secondary Graphic Design Coursework: Hennepin Technical College - Eden Prairie, MN**  
**1995-1999 High School Diploma: Thomas Jefferson Senior High School - Bloomington, MN**

## Computer Skills

**Platforms:** MAC and PC

**Microsoft Office:** Word, Excel, PowerPoint, and Outlook

**Adobe Creative Suite (pre-CS to CS4):** Photoshop, InDesign, Illustrator, ImageReady, Dreamweaver and Flash

**Other:** QuarkXPress and Coda

**Coding Languages:** HTML/XHTML, CSS, XML, Javascript, and Actionscript

**General:** Customer Service, Problem Solving, Team Player, Quick Learner, Communication, Sales, Multi-tasking, Creative, and General Office.



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## Professional Affiliations and Achievements

### Target

Nov. 2008 - Recognized as top performer of the month in photo lab

### Machalek Communications, Inc.

Winter 2007 - Employee of the Month and Nominated for a Machademy Award for service

### America Institute of Graphic Arts (AIGA)

2003-2007 - Member

2004 - Portfolio One-on-One Participant

### Minnesota Center for the Book Arts (MCBA)

2004-2006 - Member

2005 - Completed a Photopolymer Plate-making and Letterpress Printing Course

### College of Visual Arts (CVA)

2005 - Displayed artwork in Senior Show

2004 - Senior Reception and Teaching Artist Program Participant

2002 - Scholarship Nominee

2001 - On President's List

2000-2004 - Received Scholarships for Academic Standing

## Work Samples, Portfolio and References

Visit my website at [www.kristinemorical.com](http://www.kristinemorical.com) for work samples.

Portfolio and references available upon request.