

# k

**KRISTEN  
HASLER**

## **ART DIRECTOR**

Jan 2021-Jun 2023 in Los Angeles, CA  
(remote)

## **DIGITAL DESIGN MANAGER**

Nov 2017-Jul 2020 in Playa Vista, CA

## **SR. ART DIRECTOR**

Jul-Nov 2017 in El Segundo, CA

## **SR. ART DIRECTOR**

Nov-Dec 2016 & Feb-May 2017  
in Woodland Hills, CA

## **SR. ART DIRECTOR**

Dec 2016-Jan 2017 in Culver City, CA

## **SR. ART DIRECTOR**

Aug-Nov 2016 in Los Angeles, CA

## **SR. ART DIRECTOR**

Apr-Jun 2016 in Los Angeles, CA

## **SR. ART DIRECTOR**

Oct 2015-Feb 2016 in Santa Monica, CA

## **ART DIRECTOR & UX/UI DESIGNER**

May-Jun 2015 in Portland, OR

## **DIGITAL DIRECTOR & ART DIRECTOR**

Jul 2006-Dec 2013 in Minneapolis, MN

## **CONTACT**

[www.kristenhasler.com](http://www.kristenhasler.com)

k@kristenhasler.com

612-986-5747



/kristenhasler



/kristenhasler

## **DIGITAL DESIGN MANAGER**

Digital creative with over 15 years of in-house and agency experience. I combine five years as a manager with senior-level creative skills on lifestyle, CPG, financial and purpose-driven brands. My expertise centers around e-commerce, photography art direction, branding, digital conceiving/design and creative leadership.

## **TARGET**

Photography art direction for home categories of target.com. Traditional studio and 3D-produced imagery for furniture, domestics, decor, kitchen & dining, kids and outdoor. Oversaw page design and sourced pickup photography.

## **THE HONEST COMPANY**

Guided baby brand across e-comm, paid media and CRM with a small team of creatives. Key contributor to website redesign and replatform. Created and maintained style guides, introduced more efficient processes, managed daily workflow and led creative recruitment efforts. Art direction and design for product launches, seasonal campaigns and special projects.

## **PROACTIV**

Concepted, shot, designed and animated paid and organic social for core products and new product launches.

## **KERN AGENCY**

Brand campaign conceiving for Canon Solutions America; rebranding concepts and digital design for American Express; direct mail and digital for SAP.

## **THE WOO**

Organic social and branding for Milani Cosmetics and Braun small kitchen appliances.

## **LOOT CRATE**

Theme concept and design for WWE Slam Crate landing page, CRM and social.

## **THE CASSANDRA REPORT**

Created interim company rebrand. Designed print, digital and event signage for Spring 2016 Unplugged workshop series, utilizing new brand guide.

## **WONDERFUL AGENCY**

Social, CRM, landing pages and e-comm for Wonderful portfolio of brands including FIJI Water, Teleflora, Halos, Sweet Scarletts, POM Wonderful, Justin Vineyards, Wonderful Pistachios and Almonds.

## **PCD GROUP**

Art direction and UI/UX conceiving and design for consumer-facing Citibank responsive microsite.

## **OLSON**

Led team of nine on monthly Target.com site refreshes, seasonal campaigns and special projects. Oversaw photography art direction for home categories; led design and copywriting for additional product category refreshes. Special projects included seasonal style guides and campaigns; redesign of pharmacy site and buying guide templates. Worked closely with in-house and client dev teams in the site's proprietary CMS. As art director: Editorial product art direction for Target's home categories. Concepted and designed a wide variety of digital campaigns across Target's home, fashion and beauty categories. New business and digital design for General Mills, Memorex, Capitol One and Skittles.

## **SKILLS**

### **Applications**

Photoshop, InDesign, Illustrator, After Effects, Acrobat Pro, InVision, Keynote, Microsoft Office, Google Workspace, Asana, Trello, JIRA, Slack, WorkFront, Smartsheet

### **Technical Savvy**

Familiarity with HTML, custom CMS, CSS/Responsive Design, Java, Flash

## **EDUCATION**

### **Brainco School of Advertising & Design**

Minneapolis, MN

Area of study: Graphic Design

### **University of Minnesota**

Morris, MN

Bachelor of Arts

Areas of study: Liberal Arts for the Human Services & Women's Studies