

Kristina Vera Robertson

Graphic Designer

Career Summary

Over 13 years of experience designing in real estate with proven knowledge of customer service, design operations and administrative support. Has increased visibility of brands, expanding online and social presence while maintaining multiple projects.

Contact

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Education

ART INSTITUTE OF HOUSTON
Houston, TX
B.A. Graphic Design (January 2007)

Additional Skills

Adobe CC: Photoshop, Illustrator, InDesign, Dreamweaver
Wordpress, CoStar, Demographics, MailChimp, Social Media
Texas License Notary

Professional Experience

January 2012 - Present

Marketing Manager

LASCO Development - Houston, TX

- Over 13 years with commercial real estate designing aerials, maps and marketing flyers for local brokers and land developers.
- Website design, e-mailing lists, newsletters, online listings
- Design and review art, copy materials, and proofs. In-house printing and outsource printing.
- Formulate basic layout design or presentation approach and specify material details, such as style and size of type, photographs, graphics and print work.
- Create custom illustrations and other graphic elements.
- Create portfolio books of real estate properties for ICSC and other conventions.
- Present final layouts to clients for approval, works closely with architect and project managers.
- IT liaison, works closely with off-site IT techs to monitor remote login and server equipment, review all pricing and purchase equipment for technology.
- Work closely on design and marketing for international daycare client moving to Texas, opening multiple locations. Created ad work for local Houston press.
- Assumed administration and office management roles working with vendors, getting quotes and working closely with property manager and CFO for the office.

January 2007 - June 2011

Marketing Director

New Regional Planning - Houston, TX

- Created designs, concepts, and layouts based on knowledge of aesthetic design concepts.
- Determined design and arrangement of illustrative material and printed copy.
- Consult with clients to discuss and determine layout design and marketing for their retail centers.
- Developed graphics and layouts for product illustrations, company logos and websites.
- Researched regional information, photographing locations for marketing retail properties.
- Created multiple portfolio books for end-of-year summary for Master Planned Communities.
- Took on-site photographs, video and made edits for marketing over 60 properties.
- IT liaison for the office.

January 2008 - Present

Creator/Designer

Mind-Speaks (freelance creative blog) - Houston, TX

- Web-design, e-mailing newsletters, and branding.
- Designing stationery products sold online and in local Houston shops.
- Working with local Houston craft shows.
- Hosting craft and how-to classes locally in Houston.