



KRISTEN SMITH

Brand Design • Art Direction • Project Management

portfolio

The background is an abstract, textured composition of swirling colors. It features a palette of deep blues, teal, and emerald green, with some lighter, almost white, highlights. The colors are applied in thick, expressive brushstrokes, creating a sense of movement and depth. The overall effect is reminiscent of a microscopic view of a biological specimen or a close-up of a mineral surface.

GRAPHIC DESIGN

ART DIRECTION

BRAND MANAGEMENT

TYPOGRAPHY

PRINT & WEB DESIGN

PROJECT MANAGEMENT

CONCEPT TO COMPLETION



hello



My name is Kristen Smith and I am passionate about great graphic design. Through art direction, brand development, and project management, I work creatively and consistently, from concept to production. As an experienced leader, I contribute creative expertise to high-profile projects, while managing the creative process. I am highly organized, with the ability to design in a fast-paced collaborative setting, managing multiple priorities, in a quickly changing environment. I respect the unique messaging of each company's brand—from creating new brands for numerous small businesses to juggling multiple brands on teams in agencies, and defending complex, large corporate brands as an in-house designer. My attention to detail allows me to successfully apply and implement design details across multiple collateral and media channels. I enjoy sharing my 20+ years of business and design knowledge with colleagues and students. This portfolio offers an overview of the work I have done with the PPD Brand over the past five years. Thank you for your interest.

PPD Corporate Brand



PPD is a leading global contract research organization (CRO) providing drug development services. PPD's clients include pharmaceutical, biotechnology, medical device, academic and government organizations. With offices in 47 countries and approximately 20,000 professionals worldwide, PPD applies innovative technologies and therapeutic expertise to help deliver life-changing therapies to improve health.

Graphic Design
Creative Solutions
Sub-brand Creations
Collateral Development
Marketing Materials
Corporate Communications
Brand Implementation
Project Management
Style Guide Maintenance

EARLY DEVELOPMENT CLINICAL DEVELOPMENT LABORATORIES POST-APPROVAL CONSULTING

PPD **HELPING DELIVER LIFE**
CHANGING THERAPIES

PPD Corporate Brochure

PPD | **Early Phase Services**

Regulatory Development & Early Development

PPD's regulatory experts provide comprehensive support for the early stages of drug development, from initial concept through Phase I clinical trials. Our team works closely with clients to ensure regulatory compliance and streamline the approval process.

Drug Development & Manufacturing

PPD's drug development and manufacturing services cover the entire product lifecycle, from target identification and target validation to process development and commercial manufacturing. Our experts ensure that your product is developed and manufactured to the highest quality standards.

Drug Safety & Pharmacovigilance

PPD's drug safety and pharmacovigilance services provide comprehensive support for the entire lifecycle of a drug, from pre-clinical safety studies to post-market surveillance. Our experts ensure that your product is safe and effective for patients.

Quality Assurance & Quality Control

PPD's quality assurance and quality control services provide comprehensive support for the entire product lifecycle, from pre-clinical studies to commercial manufacturing. Our experts ensure that your product is consistently of the highest quality.

Global Operations


PPD's global operations services provide comprehensive support for the entire product lifecycle, from pre-clinical studies to commercial manufacturing. Our experts ensure that your product is developed and manufactured to the highest quality standards across all global markets.

Key Services include:

- Regulatory strategy and compliance
- Drug development and manufacturing
- Drug safety and pharmacovigilance
- Quality assurance and quality control
- Global operations and supply chain management

PPD

**EARLY PHASE
EARLY INSIGHTS
EARLY DECISIONS**



Through continued early stage planning, PPD team help make better go/no-go decisions and ensure a more efficient transition to later phases of development.

PPD

**LEADING
DEVELOPMENT
AROUND
THE WORLD**



Delivering therapeutic expertise and global reach to meet your needs.

Key Services and Therapeutic Areas of Expertise

- Regulatory strategy and compliance
- Drug development and manufacturing
- Drug safety and pharmacovigilance
- Quality assurance and quality control
- Global operations and supply chain management

PPD

OUR AREAS OF EXPERTISE INCLUDE:

- Regulatory strategy and compliance
- Drug development and manufacturing
- Drug safety and pharmacovigilance
- Quality assurance and quality control
- Global operations and supply chain management

PPD

**PPD LABORATORIES
GLOBAL
INNOVATIVE
AND PROVEN
SOLUTIONS**



Leverage our extensive industry experience and scientific expertise to accelerate your product development with consistently high-quality lab data.

Global Laboratories & Laboratory Data

PPD's global laboratories and laboratory data services provide comprehensive support for the entire product lifecycle, from pre-clinical studies to commercial manufacturing. Our experts ensure that your product is developed and manufactured to the highest quality standards across all global markets.

Chemical Lab

- Pre-clinical toxicology
- Pharmacokinetics (PK) and pharmacodynamics (PD)
- Drug metabolism and pharmacokinetics (DMPK)
- Formulation development
- Stability testing
- Quality control

Biological Lab

- Target validation
- Target engagement
- Target inhibition
- Target activation
- Target modulation
- Target modulation
- Target modulation
- Target modulation
- Target modulation

Biometrics Lab

- Pre-clinical toxicology
- Pharmacokinetics (PK) and pharmacodynamics (PD)
- Drug metabolism and pharmacokinetics (DMPK)
- Formulation development
- Stability testing
- Quality control

Pre-clinical Lab

- Pre-clinical toxicology
- Pharmacokinetics (PK) and pharmacodynamics (PD)
- Drug metabolism and pharmacokinetics (DMPK)
- Formulation development
- Stability testing
- Quality control

Industry Leading Data Integration

PPD's industry leading data integration services provide comprehensive support for the entire product lifecycle, from pre-clinical studies to commercial manufacturing. Our experts ensure that your product is developed and manufactured to the highest quality standards across all global markets.

PPD

PPD | **Real-World Evidence**

Real-World Evidence (RWE) Services

PPD's real-world evidence services provide comprehensive support for the entire product lifecycle, from pre-clinical studies to commercial manufacturing. Our experts ensure that your product is developed and manufactured to the highest quality standards across all global markets.

Key Services include:

- Regulatory strategy and compliance
- Drug development and manufacturing
- Drug safety and pharmacovigilance
- Quality assurance and quality control
- Global operations and supply chain management

PPD

**COMPREHENSIVE
REAL-WORLD EVIDENCE
AND MARKET
ACCESS SERVICES**



Delivering unmatched solutions across the product lifecycle to increase outcomes-based evidence.

PPD

**TURNING
INFORMATION
INTO KNOWLEDGE**



Combining the latest cutting-edge technologies with focused improvement real-time analysis and training for comprehensive solutions to business challenges.

Key Services include:

- Regulatory strategy and compliance
- Drug development and manufacturing
- Drug safety and pharmacovigilance
- Quality assurance and quality control
- Global operations and supply chain management

PPD

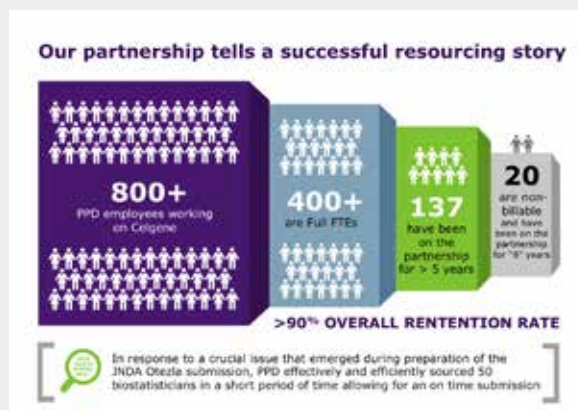
PPD Corporate Brochure Spreads

PPD Corporate Brand Implementation



When I joined PPD in 2013, the corporate brand recently had been updated, calling for the use of strong colors, straight lines and white space. Many decisions about the implementation of the new brand needed to be determined. There is always a balance between creativity and adherence to brand. I have been able to work in that space daily, shaping and defining within brand standards, how the brand will be applied in the years to come.

Marketing Collateral
 PowerPoint Presentations
 Infographics
 Email and Social Media
 Tradeshow Graphics
 Digital and Print Advertising
 Website Graphics



PowerPoint Presentations

PPD's Evolution of Clinical Trials

Today's Challenge

from industry leaders (TransCelerate) and regulatory agencies (MHRA, FDA, EMA):

Harness advances and more efficiently deliver high-quality clinical trials.

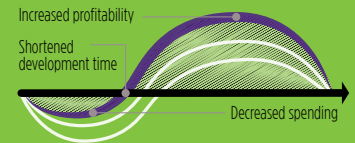


PPD has built a strong foundation in our **people, processes and technology** that now allows us to transform the way clinical trials are executed and managed globally.

We will bend the time and cost curve for our clients by combining :

Leading-edge technologies (Preclarus, eTMF, CTMS)
Innovative processes and strategies (AIM, SIA)
Efficient use of talent (RSMM)

Bending the Curve



14,000+ employees worldwide



The Evolution of Clinical Monitoring

1970s

Clinical monitoring begins as a way to improve protocol compliance, data integrity and patient safety.



Prior to the 1970s, clinical trial monitoring did not exist. Physicians and academic institutions executed and oversaw clinical trials independently.



1990s

Electronic data capture makes data entry more efficient and portable



1997

CDISC establishes global standards and innovations to streamline research



Bringing a single molecule to market can take

12 years and cost up to **\$2 billion** dollars



2000s

Improved interactive (Web or voice) randomization systems enable complex randomization schemes

2012

Debut of PPD® CTMS, the next generation of clinical trial management systems
 Site intelligence and activation launches, reduces startup cycle times 15% in less than a year*



*Since launch, from final protocol to first patient in, as compared to pre-SIA metrics and industry measures

New requirements and demands



More and larger clinical trials



Stronger privacy requirements and information controls



Increased competition in providing final data faster

2013

Adaptive and intelligent monitoring (AIM) strategy minimizes risk and maximizes quality at each site

2014

PPD moves entirely to electronic trial master files (eTMF) for improved efficiency and quality

2015

Select Preclarus™ dashboards available to all clients
 Remote site monitoring combines onsite, remote and centralized monitoring as PPD's new standard



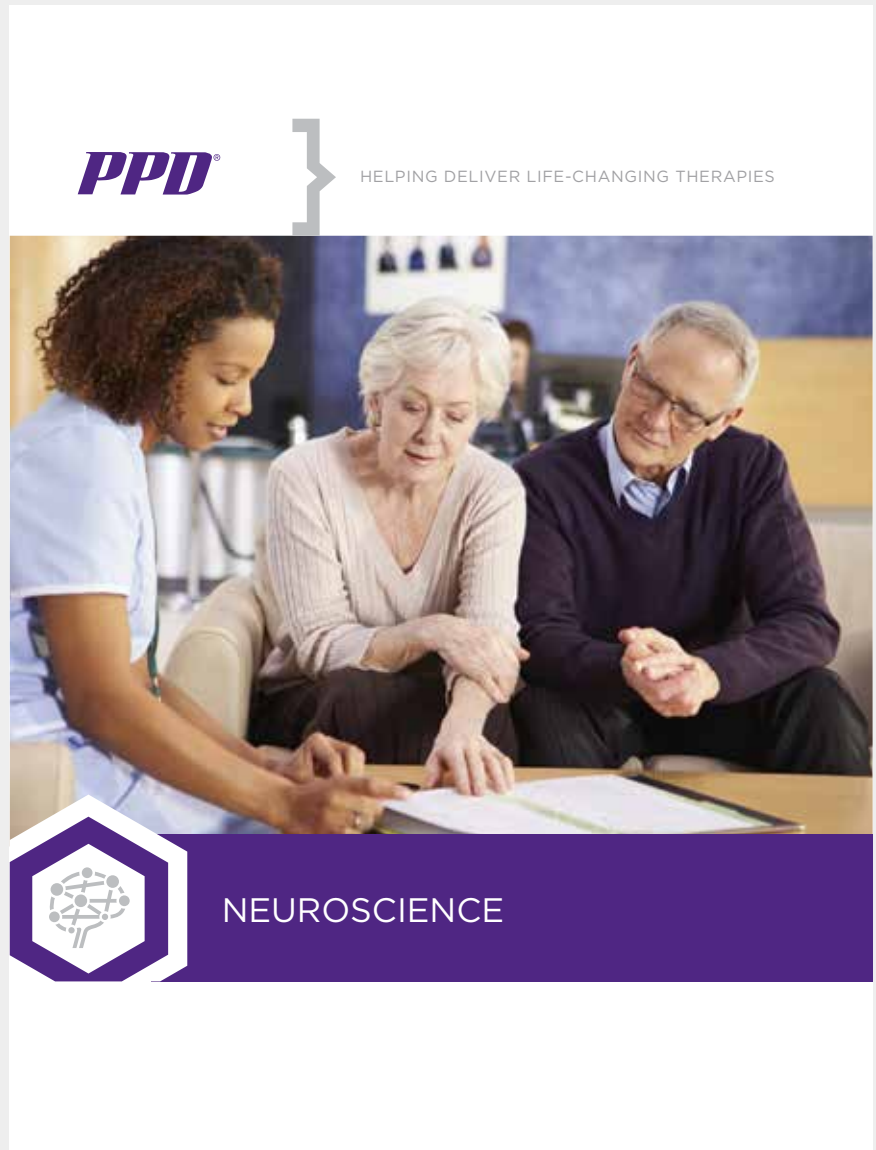
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PPD Corporate Brand Collateral Refresh



In 2016, I redesigned PPD's collateral materials. The challenge was to convert the originally text heavy content to a more infographic style with imagery to make the materials more engaging. Each was designed to be flexible in layout while maintaining a sense of continuity from piece to piece and across the overall brand.

Brochures
White Papers
Overview Sheets
Case Studies



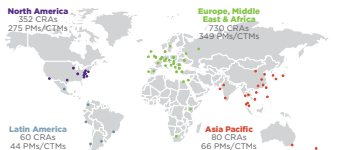
Brochure

A GLOBAL TEAM OF NEUROSCIENCE EXPERTS

PPD's dedicated neuroscience team is comprised of senior medical and operational professionals including seven board-certified physicians with specialties including neuroscience, psychiatry and ophthalmology. This cross-

functional team also includes experts in trial management, pharmacovigilance, regulatory medical writing, biostatistics and data management who partner together to deliver successful outcomes for complex neuroscience trials.

310+ studies in **8,900+** sites worldwide with **49,900+** patients in the past five years



WIDE-REACHING NEUROSCIENCE EXPERIENCE AND SERVICES

With experience conducting more than 310 studies covering a broad range of neurological, psychiatric and pain disorders within the past five years, our team of drug development professionals can expertly manage neuroscience trials.

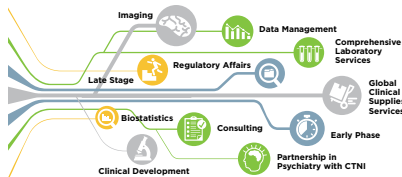
From feasibility studies and protocol design to simultaneous multinational submissions and study execution, PPD has the global infrastructure, resources, integrated technologies and commitment to quality to help ensure successful clinical outcomes.

PARTNERSHIPS THAT DRIVE SUCCESS

PPD's established partnerships with Synexus, a global network of more than 185 sites, and Acurian, a leading patient recruitment organization, provide a comprehensive, integrated enrollment solution for neuroscience trials. Synexus has deep neuroscience experience that enables faster recruitment and enrollment, faster enrolled thousands of patients in a wide-range of neuroscience studies. We continue to innovate and drive global expansion of our total enrollment platform to deliver industry-leading global patient recruitment capabilities to our clients.



FULL-SERVICE NEUROSCIENCE CAPABILITIES



THERAPEUTIC EXPERTISE ACROSS THE NEUROSCIENCE LANDSCAPE

Multiple Sclerosis

Our team of more than 520 members experienced in multiple sclerosis (MS) and four full-time neurologists bring a deep disease understanding to each study. This team has been involved in the development of the top-selling MS therapies including five of the six top-selling MS drugs, three of the four approved MS drugs in the past five years, and three of the four top-selling drugs in 2015.

Neurodegeneration

Within the past five years, PPD has conducted 13 global Alzheimer's disease studies, including studies in early Alzheimer's disease and mild cognitive impairment. Additionally, we have extensive global Parkinson's disease experience that includes 13 studies conducted in the past five years across various phases, ranging from early to advanced Parkinson's.

Pain

PPD has managed more than 30 acute and chronic pain trials in the past five years across a variety of therapeutic areas, including multiple drug delivery methods. Our use of various data collection technologies allow for rapid retrieval, analysis and delivery of quality data for single country or global studies. Our key pain experience includes acute pain, chronic pain, neuropathic pain and migraine pain.

Psychiatry

PPD assists clients in isolating the unique challenges associated with psychiatric studies such as subjective assessments, inter-rater reliability, scale validation and placebo response rates. Over the past five years, we have conducted more than 50 studies from schizophrenia to anxiety, expertly overseeing global programs of all sizes.

Ophthalmology

We offer a clinical operations and therapeutic focus on ophthalmology studies with experienced project teams dedicated to all ophthalmic programs. Our professionals are experts in facilitating multinational submissions and expeditious agency reviews and have global experience in age-related macular degeneration, corneal dystrophy, dry eye, glaucoma, keratitis, lens specification and intraocular lenses (IOLs), diabetic macular edema, retinal vein occlusion and geographic atrophy.

Rare Diseases

Our team has experience navigating the unique challenges associated with rare neuroscience disorders and works to deploy specialized and flexible development strategies for each trial. Team members collaborate with rare disease key opinion leaders to drive outcomes by working directly with PPD's Rare Disease and Pediatric Center of Excellence. The team's rare disease experience includes: ophthalmology, sleep, pain and neurology.

Trifold Brochure Interior

Rare Diseases of the Eye Development - Opportunities for Novel Therapies

JOHN C. BOY, M.D., The President and Medical Director, Ophthalmology

Research Summary

In support of R&D eye disease of ophthalmology, PPD is a leading provider in the development of ophthalmic drug development. Our team has extensive experience in the development of ophthalmic drug development. Our team has extensive experience in the development of ophthalmic drug development.

www.ppd.com

Clinical Trial Support Services

Helping you reduce the burden on sites while delivering a seamless clinical trial experience

PPD's Clinical Trial Support Services provide a dependable source of information and support for:

- Our proactive outreach model** simplifies the process for you and patients:
 - Expedient enrollment
 - Increased retention and less patient drop out
 - Alignment of potential investigators and sites
 - Insights/data obtained during on-branch
- One trusted source** provides continuity of care throughout the patient journey
 - Ensuring only relevant calls reach the site
 - Patients routed directly to their navigator
 - Providing patient support services
 - Delivering global support

CLINICAL TRIAL SUPPORT SERVICES | **EMPOWERING YOUR PERSONAL CONNECTION**

Screening | Site Referrals | Participant Assessments

Company Websites | Contact Centers | Third Party Referrals

Helping deliver life-changing therapies

www.ppd.com

Patient-centric Remote Enrollment Model Eases Enrollment Challenges in Lactation Study

BACKGROUND

PPD conducted a multicenter, cross-over study of a biologic molecule for lactating mothers receiving treatment for Crohn's or Ulcerative Colitis.

OBJECTIVE

The objective of this study was to evaluate the impact of a patient-centric remote enrollment model on enrollment rates and patient satisfaction.

CHALLENGES

Enrollment in this study presented a large challenge because of the need to enroll a large number of patients across multiple sites. The study also presented challenges in terms of patient retention and patient satisfaction.

STRATEGY

PPD conducted a patient-centric remote enrollment model to address the challenges of enrollment in this study.

RESULTS

The patient-centric remote enrollment model resulted in a 41% increase in enrollment rates and a 15% increase in patient satisfaction.

CONCLUSION

The patient-centric remote enrollment model is a viable solution for addressing enrollment challenges in clinical trials.

www.ppd.com

White Paper

Overview

Case Study

PPD Biotech Sub-brand Creation



In 2015, PPD created a new business segment to address the needs of smaller drug development companies who considered PPD too large to meet their needs. The new sub-brand needed a technology-based image. The use of the PPD green as its primary brand color differentiates PPD Biotech visually from the main PPD brand. Beginning with the DNA strand as the main element, I created the visual branding from the ground up and implement and expand it daily across multiple collateral materials.

- Folder
- Brochures
- PowerPoint Presentations
- Website Design
- Infographics
- Overview Sheets
- Case Studies
- Business Cards
- Print Advertising



A unique solution for a unique set of challenges

Small- to mid-size pharma and biotech companies face a unique range challenges. When working with leaner teams and tighter timelines, a CRO partner with extensive global capabilities is a necessity. At the same time, we understand the fear of getting lost in a large global organization.

PPD® Biotech is a full service CRO solely dedicated to biotech companies and small- to mid-sized pharma. As a company within a company, we provide a truly unique solution.

The tailored, personalized approach to a boutique CRO



200+ operational, medical and commercial staff fully dedicated to biotech companies



PPD Biotech leadership with limited reporting layers for rapid access to executive attention



Flexibility and seamless team integration for the right cultural fit

With far-reaching global resources and capabilities to execute any trial—anywhere



Immediate access to scale and expertise of a global, 18,500 person strong organization



Full-service early phase through post approval and laboratory drug development



Medical and regulatory experts, providing therapeutic guidance across the development spectrum

In the past five years, we've worked with 200+ biotech clients on 400+ studies

We understand there is no singular need from a CRO partner. We can build the right team that understands your goals and a commercial framework that meets your organization's unique needs.



Emerging organizations with virtual teams, laser focused on milestones that ensure next-stage financing

Established Biotech looking for an ideal cultural fit

Midsize Pharma in need of flexible commercial constructs

Pre-revenue Platform Companies seeking resources for rapid scale-up of a program

In-licensing Focused Investment Organization in need of consulting and full-service global portfolio development

Experienced executive leadership overseeing a dedicated team of 250+ professionals



Anshul Thakral
Global Head of PPD Biotech

READ MORE



Elisha Talley-Rothfemer
Vice President, Global Head of Operations

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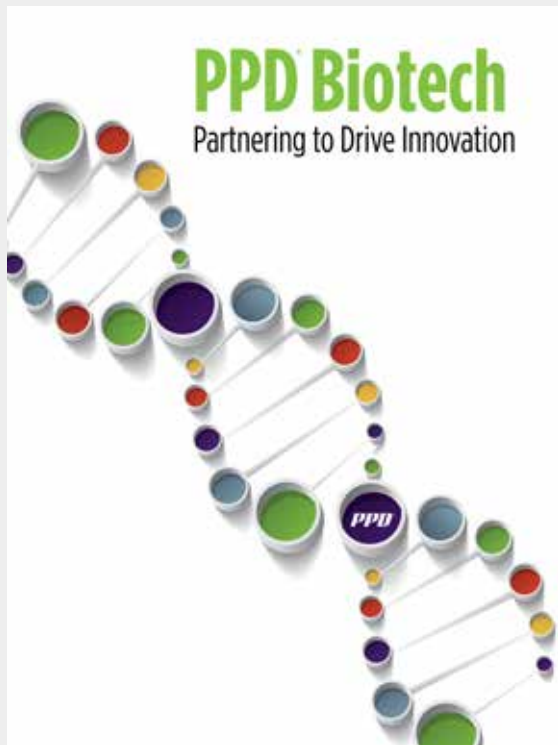
Daniel Burch
Vice President, Global Medical Officer

READ MORE



Shields Castarphen
Vice President, Global Commercial Head

READ MORE



CASE STUDY

Successful Transfer of Multiple Studies

Enabled by Close Executive Engagement and Resource Planning

BACKGROUND
PPD Biotech partnered with a mid-sized biotech company to begin transitioning 14 studies as a part of a multiple asset transfer from a large pharmaceutical company. Our approach resulted in successful transfer, significant improvement in data quality and a recent successful audit.

OBJECTIVE
While working with the biotech client, as well as the company from which the assets were being transferred, we were tasked with planning and executing an efficient transition, while ensuring quality and completeness of data transferred.

CHALLENGES
Transition of projects from one company to another can be challenging for many reasons—working effectively across multiple companies, issues with proprietary information and data, and ensuring the outgoing company remains engaged. This was, at points, a contentious situation. The outgoing company had to relinquish trials and data they had been working on for years. Many on the team were disappointed by the transition and thus were not always forthcoming with information. Further complicating this particular process, together with the client, we found out there were multiple problems with the studies, most significantly with data collection processes, which required addressing.

STRATEGY
PPD Biotech was able overcome these challenges by leveraging our considerable program experience, relationship management expertise—with both sites and client—and our professional teams.

Resource Mobilization and Empowerment
PPD Biotech, the client and the outgoing company assembled oversight teams to review projects and anticipate, identify and/or resolve issues. This allowed us to rapidly mobilize resources where needed at new studies to address addressing and problems were identified.

14 STUDIES successfully transitioned, including

250 SITES in all key regions

1,000 PATIENTS

CONSISTENT, CAREFUL COMMUNICATION & EXPERT OVERSIGHT

PPD Biotech Partnering to Drive Innovation www.ppdbiotech.com

PPD Biotech Pocket Folder

PPD Biotech Case Study

PPD Biotech

Flexibility and Personal Attention Meet Global Resources

Flexibility and Personal Attention Meet Global Reach and Experience

A Distinct Advantage

We have extensive experience serving biotech companies, with PPD Biotech providing the PPD Biotech team to the client. For years, we provide you with distinct advantages and expertise in CDMO manufacturing.

- A fully dedicated team that prioritizes biotech clients while keeping global reach and experience
- Deep relationships with venture capitalists and other funding agents
- Dedicated medical experts to help fill expertise and resource gaps
- Creative commercial contracts and payment terms to balance financial needs

MULTIDISCIPLINARY THERAPEUTIC EXPERTISE
We've collaborated with biotech and small pharma to bring treatments to patients across all key areas and indications.

PPD BIOTECH OFFERS YOU A TRULY UNIQUE SOLUTION

Fully dedicated teams
A strong culture of flexibility
A vast suite of global resources

PPD Biotech is a Phase I/II CDMO service provider devoted to biotech and small to mid-size pharma companies. Operating as a company within a company, we offer 100-percent dedicated resources across critical operations, medical operations and a full set of support functions. Our 200 fully dedicated team members deploy their intimate knowledge of the biotech environment to build transparent and efficient relationships. With limited regulatory teams, PPD Biotech team members are able to readily access executives to allocate and appropriately prioritize your needs.

Never Lack the Resources and Capabilities You Need

While the size and focus of PPD Biotech allows for a unique footprint, we also have access to PPD's complete scope of services and a global team of 20,000+ professionals at our fingertips.

FAR-REACHING GLOBAL FOOTPRINT

- Full-service early-phase through late-stage clinical drug development
- Comprehensive manufacturing services
- Extensive global patient networks
- Product development consulting

We can execute any trial anywhere in the world across all therapeutic areas

PPD Biotech combines the global power and capabilities of PPD with the personal attention, flexibility and extensive knowledge of former-operations you could previously only find at Home CDMO. You never need to partner with us to drive your innovative therapies forward.

PPD Biotech Overview Trifold Brochure

PPD Biopharma Sub-brand Creation



In 2017, PPD engaged the services of a consultant who interviewed PPD's customers. The goal was to determine what was most important to them and to craft a marketing strategy and message to meet those needs. The result was the new tag line—Partnership. Solid Foundation. Top-tier Results. With this in mind, I created this new sub-brand, concept to implementation, with two elements that support that idea. The warm black and white corporate photography reflects PPD's people as true partners. The hexagon implies structure and subtly references chemistry, which makes drug development possible.

Folder
Marketing Collateral
PowerPoint Presentations
Business Cards
Email and Website Portal
Internal Communications

Partnership
Solid Foundation.
Top-tier Results.

PPD[®]

Biopharma Pocket Folder

Delivering Bayer an Experienced,
Engaged Partnership Team

BAYER **PPD**

Partnership **Solid Foundation. Top-tier Results.**

First Last Name
PPD First Line of Title
PPD Second Line of Title
PPD Third Line of Title

3900 Paramount Parkway
Morrisville, NC 27560

VOICE +1 919 555 5555
CELL +1 919 555 5555

www.ppd.com
First.Last@ppdi.com

Partnership **Solid Foundation.
Top-tier Results.**

Biopharma Business Card

Biopharma Brochure Cover

CRO Self Reflection

BAYER **PPD**

Partnership **Solid Foundation. Top-tier Results.**

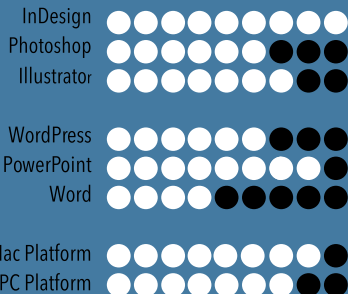
Building a Partnership to Maximize
Value and Create Profitable Growth for Bayer

BAYER **PPD**

Partnership **Solid Foundation. Top-tier Results.**

Biopharma PowerPoint Template

proficiency



BRAND COMMUNICATIONS MANAGER U.S. AND NORTH AMERICA— CREATIVE SERVICES LEAD • BRAND AND PROJECT MANAGEMENT

**ABB—NORTH AMERICAN CORPORATE HEADQUARTERS • CARY NC
AUG 2018 TO PRESENT**

BRAND COMMUNICATIONS MANAGER

Act as a resource and ally for U.S. employees and vendors; providing branding guidance, and creative services. Serve as a bridge between the U.S. market and the global branding team—resolving challenges, staying current through brand expert calls, and collaborating with the global team. Review and approve the concepts and creations of in-house designers and multiple external agencies.

MARKETING CREATIVE SERVICES LEAD

ABB Customer World 2019—an exclusively ABB customer-focused tradeshow and educational event in Houston, Texas—featured a 150,000 SQFT technology and solutions center and hosted over 10,000 ABB customers, distributors and employees.

- Lead marketing creative services team, developed branding and creative services strategy
- Created branded convention center, technology center floor, and digital and print signage
- Successfully developed style guides and templates to encourage consistency
- Managed multiple programs, ensuring compliance with project deliverables, timelines and budget
- Created and delivered promotional collateral, print and digital sales tools and event materials
- Guided and art directed a team of in-house designers and multiple vendors

ABB PROJECTS AND ACCOMPLISHMENTS

Creative team lead for ABB Customer World

Developed tradeshow template design and process solution providing nation-wide training
Designed and produced convention center signage, delivered early for 20% discount

SENIOR GRAPHIC DESIGN SPECIALIST— ART DIRECTION • BRAND DESIGN • PROJECT MANAGEMENT

**PPD, PHARMACEUTICAL PRODUCT DEVELOPMENT • MORRISVILLE NC
AUG 2013 TO AUGUST 2018**

PPD is a global clinical research organization in the pharmaceutical industry. In addition to creative services and graphic design, I managed projects involving the creative team, oversaw the execution of the brand and ensured production and timely delivery of new collateral designs, across multiple media channels.

- Art directed and managed projects for the creative services team, initiated new collateral requests
- Refined and enforced the PPD corporate brand; developed new, brand-compliant sub-brands
- Participated in collaborative workstreams requiring graphic expertise and input
- Trained new design team members in the brand and served as a resource for education and execution
- Developed multiple projects at a time, from concept to completion to production
- Designed in a fast-paced collaborative setting, managed multiple priorities in a quickly changing environment and consistently met tight deadlines
- Print, web, tradeshow, PowerPoint, social media, internet advertising, email, motion graphics

experience



ART DIRECTION
BRAND MANAGEMENT
PROJECT MANAGEMENT
LEADERSHIP
GRAPHIC DESIGN
TYPOGRAPHY
PRINT AND WEB DESIGN
CONCEPT TO COMPLETION

PPD PROJECTS AND ACCOMPLISHMENTS

PPD Partnership sub-brand creation and implementation from concept to execution
PPD Biotech sub-brand creation and implementation from concept to execution
PPD marketing materials design updates—corporate brochure, supporting collateral
Created social media design process to empower managers and improve content
Corporate PowerPoint marketing materials upgrades
Brand Guide maintenance, expanded to include new sub-brands
2015 and 2016 Team Collaborate Work Excellence Award Winner
LEAD Fundamentals Corporate Training for Leadership Certification—2017
EDGE I Corporate Training Certification—2016
Mentoring Team member trained in Corporate Mentoring process—2015

CREATIVE DIRECTOR

SMITH DESIGN STUDIOS, RALEIGH NC • MARCH 1996 TO JANUARY 2015

- Created and enhanced brands for small- and medium-sized businesses, from concept through execution
- Gained understanding of client goals, target market and created appropriate branding strategies
- Managed multiple client projects, start to finish while consistently meeting deadlines
- Open communication throughout the design process, presenting and explaining concepts
- Selected and hired vendors, designers and other marketing professionals as needed
- Coordinated relationships with clients, writers, designers, printers and other vendors
- Created contracts, proposals & schedules

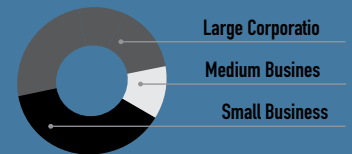
Branding and Graphic Design—Designed and produced total branding solutions including custom brochures, catalogs, mailers, logos, business cards, corporate collateral materials, package design, book design, trade show graphics, and billboards. Full printing production. Concentration in retail catalog, real estate marketing, medical equipment marketing, non-profit and technology, with far reaching experience into multiple other markets.

Website Design and Production—SEO, built in Dreamweaver and Wordpress. Familiar with animation, CSS and HTML. Collaborated in development of complex sites. Internet Advertising including Google AdWords account management, keyword development set up, ad design and implementation; other miscellaneous internet ad development and social network ad development.



agency experience

Netsertive
MSA
BtB Marketing Communications
Net-by-design
Adstreet
Smith Advertising
Garr Media Solutions
Hardin & Bowles
Marketing Partners
Vision Factory



COLLEGE OF DESIGN—NORTH CAROLINA STATE UNIVERSITY

RALEIGH NC

Bachelor of Environmental Design in Graphic Design, Spanish Minor
Areas of concentration include graphic design, typography, photography, fine art, work-study internship

Center for Multicultural and Bilingual Studies, Cuernavaca Mexico

Spanish language study abroad

Wake Technical Community College, Raleigh NC

Continuing Education, Adobe Creative Suite

education



KRISTEN SMITH

✉ **contact info**

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919 858-8287