



KHCREATIVE, Inc.

Kirsten Heincke
162 East Main Street
Beacon, NY 12508

ART DIRECTOR / GRAPHIC DESIGNER / PROJECT MANAGER

Brochures • Annual Reports • Package design • Website design • Corporate ID and brand management • Catalogs
Newsletters • POP display • Trade show material • Direct-mail packages • Advertising campaigns • Product
Launches • Websites

2003 to present

KHCREATIVE, Inc.

Accounts: Visiting Nurse Service of New York, Reed Exhibitions, Intl.,
JWH Designs, the ONswitch, Red Parlor Records, Center For Esthetic Dentistry,
Simmons Mattress, Caldwell Banker, Development Without Limits, The Beacon
Community Center, The Blue Pig, The busyCHEF

2003 to present

theOnswitch, Thornwood, NY

Accounts: 66main, AWE, Inc., Gramatan Management, Children's Progress, The
Marketing Shoppe, OHIP, Inc., The Bully Coach, BizBash, Everything Summer,
Nutrira, JDP Interiors

2003 to present

Polyprintdesign, New York, NY

Accounts: Warner Music Group, Freedom to Marry, Women's Sports Foundation,
UNIFEM Intl., Cherry Hill Towers, Pushback Network, Legal Momentum, Love
Heals

1999-2003

RFA, Inc., Valhalla, NY

Accounts: Ricoh Electronics, Sharp Electronics, American Express, PACE University

Head creative on all agency clients ranging from Fortune 500 companies to
start-up businesses. Ad campaign development, corporate branding, strategic
sales collateral design, direct mail campaign creation, corporate collateral system
design, execution and design of integral promotional systems. Responsible for
managing all projects from inception through production and distribution.

1998-1999

Seven Worldwide Inc., at MasterCard Intl., Rye, NY

Lead designer in on-site full service multimedia and print design studio,
responsibilities include:

- Design and development of corporate identity and brand image collatera.
Communications include brochures, marketing kits, advertising, multimedia
presentations, business to business trade show materials, annual reports
and sponsorship program collateral
- Development of strategy, design and project management of large scale
promotional MasterCard sponsorship programs

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1997-1998

FreelanceDesign

Providing concept, strategy, design, production and consultation;

- *IMP International Publishing, Stamford CT*; Developed packaging design for intl. cooking-related direct mail series
- *ADV Marketing, Stamford CT*; Travel advertising, logo development and promotional design
- *Simon Design, NYC*; Event brochures, trade show design, international self-promotion series
- *Foote, Combe & Belding, NYC*; Sales presentation graphics and support material, direct mail development and design
- *Cross Check Inc., NYC*; Corporate identity design and development
- *Hudson River Chile Trading Inc. Croton, NY*; Corporate identity development, copywriting and packaging design

1995-1997

Cross Check Inc. Communication & Event Design

Accounts: Lifetime Television, ABC Daytime, Vanity Fair, Petry Television, Blair Television, Comedy Central, Ms. Foundation, Susan Holland & Co., Fox Television Sales, Estee Lauder International, Nickelodian

Primary Art Director/Designer in Creative Services firm heading integrated project development from creative platform to image design, concept, strategy and implementation.

Education

School of Visual Arts
Graduated with Honors 1992, BFA, Major in Media Arts.

State University of New York at New Paltz
Fine Arts Major with emphasis on printmaking,
painting and graphic design.