



Kristen G. Taylor

Graphic Design | Web + Print + Branding | Video | UX Strategy

Creative and strategic Visual Information Specialist with over 25 years of experience designing for federal, military, academic, and private-sector communications. Adept at developing high-impact branding, print, and multimedia products from concept through delivery — including graphic design, front-end web development, and video production. Recognized for independently leading major visual redesigns, collaborating effectively with stakeholders, and delivering polished products that meet mission objectives. Background includes service as a Navy Chinese linguist with TS/SCI clearance, and a proven ability to adapt, self-teach, and solve complex problems under pressure. Excels in roles requiring a blend of creativity, precision, passion, and purpose.

Expertise

- Branding & Identity
- Editorial & Print Design
- Web Design (HTML/CSS)
- UX/UI Strategy
- Adobe Creative Cloud
- Video Production
- Accessibility & SEO
- CMS: AFPIMS, WordPress

Education & Training

Defense Language Institute
(DLI) Mandarin Chinese

University of Colorado,
Boulder (BA 63 credits)

CreativePro Week 2024

Copyediting Certification

Web & Video Training

References

- Terra Erb,
Executive Director
Stairways.org
- Richard Leach
Digital Media Manager
ArmyWarCollege.edu

Portfolio

- kristengtaylor.com
- ssi.armywarcollege.edu

Contact

- hello@kristengtaylor.com

Experience

Visual Information Specialist (GS-11, Step 5) US Army War College — Strategic Studies Institute (SSI) & USAWC Press | Carlisle, PA | Nov 2020–Sep 2025 | 40 hours/week | Clearance: Secret
Reference: Richard Leach, Digital Media Manager

- Rebuilt and maintained the Strategic Studies Institute website, improving architecture, SEO, and accessibility across all devices using HTML, CSS, Bootstrap, and AFPIMS (web.mil).
- Independently redesigned all USAWC Press & SSI visual materials, including *Parameters* journal, books, monographs, and marketing collateral — developed custom templates and brand standards now used organization-wide.
- Produced and edited high-quality video content promoting webinars, publications, and events; incorporated animation, captions, overlays, and curated content for maximum impact.
- Established and syndicated four podcast channels across major platforms, transforming sporadic recordings into structured, discoverable programs with measurable audience growth.
- Redesigned original covers and interior layouts for scholarly books, monographs, and research papers, balancing creative expression with government printing guidelines.
- Served as lead designer and advisor to internal stakeholders, translating research objectives into compelling visuals for academic publications, social media, and promotional campaigns.
- Managed content systems, digital archives, imagery, and publication libraries across web and print properties; ensured ongoing compliance with DoD directives and metadata standards.
- Continuously advanced skills via CreativePro Week, copyediting, Adobe Creative Cloud training.

Creative Director / Co-Owner Biz Brand Studio, LLC · 2010–2020 | 10–40 hours/wk

- Delivered full-spectrum creative services for small businesses and professional associations, including branding, front-end web development, graphic design, and digital strategy.
- Designed, built, and maintained responsive websites using WordPress, HTML, CSS, PHP, and JavaScript — optimizing for mobile-first performance, SEO, and user engagement.
- Created original brand identities and visual assets, including logos, style guides, marketing collateral, infographics, presentation decks, and print-ready materials.
- Managed domain registration, DNS configuration, SSL certificates, hosting environments, and site security for clients across varied industries.
- Produced custom UI/UX designs that guided users through conversion paths — from headline to CTA — increasing client visibility, engagement, and sales.
- Edited and published promotional and instructional video content, webinars, and social media campaigns using Adobe Premiere Pro and related tools.
- Wrote content and messaging tailored to client voice and audience, supporting brand clarity and professional consistency across channels.
- Collaborated directly with clients to assess business goals and translate them into strategic creative deliverables within scope, timeline, and budget.
- Implemented efficient file management, asset libraries, and cloud storage systems to streamline production and backup processes.

Visual Information Specialist (NAF-4) 35th FSS, USAF | Misawa AB, Japan | 2006–2009

- Designed and launched first squadron website; awarded PACAF “Best Practice.”
- Served as sole publishing authority; produced all content and marketing.

Cryptologic Technician Interpretive (CTI-9211), E-4 US Navy | Kunia, HI | 1994–1997

- Translated Mandarin communication in SCIF; briefed command daily on emerging threats.
- Promoted to Area Analyst; synthesized raw data into actionable intelligence.