



khdensford@gmail.com



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KRISTI DENSFORD

GRAPHIC DESIGNER/MOTION DESIGNER

SOFTWARE

- Photoshop
- Illustrator
- After Effects
- InDesign
- Premiere
- Audition
- C4D
- Character Animator
- ProCreate
- Dreamweaver

SKILLS

- Animation/Motion Design
- Print/Layout
- Brand Development
- Identity/Logos
- Photo Retouching
- Project Management
- Video Editing
- Social Media
- Template Building
- Storyboarding

AWARDS

RUBY AWARD - 2019
Corporate Affairs Group

Project | GuideWell Town Hall
Organization | Florida Blue
Role | Visual Designer II

IMAGINATION AWARD - 2018
The Values Council

Project | Engagement Survey
"Avatar Amy" Animation
Organization | Florida Blue
Role | Visual Designer II

EMMY - 2015
NATAS Suncoast Chapter

Project | Tom Wills, 40 Years:
The Real Deal
Organization | WJXT/TV-4
Role | Senior Graphic Designer

EDUCATION

2002 - 2006

BA | Studio Art, Emphasis | Graphic Design
Florida State University

2023 - CURRENT

MA | Motion Media Design
SCAD-Savannah School of Art & Design

WORK EXPERIENCE

2016 | **VISUAL DESIGNER II**
NOW | FLORIDA BLUE/GUIDEWELL

Part of the Enterprise Communications Design team, responsible for creating design collateral for internal and external communications, Executive Leader communications, social media, agent/provider communications, and public relations.

- Helped launch the monthly internal newscast, GuideWell Now, as Lead Designer. Created a full animated graphics package, including lower thirds, over-the-shoulder graphics, opens, closes, and transitions.
- Design and animate high-impact infographics from concept to completion, incorporating storyboarding, sound effects, voiceover, and music.
- Active member of The Values Council, advocating for employees and bridging communication with executives. Designed and launched the Values Email Campaign, sent monthly to the Corporate Affairs Group.

2013 | **SENIOR GRAPHIC DESIGNER**
2016 | WJXT - CHANNEL 4 NEWS

Worked collaboratively within Creative Services—leading brainstorming sessions, providing art direction, and ensuring all project collateral maintained a cohesive design, strategy, and vision.

- Served as Lead Designer for Dora: Direct Hit, our first trademarked, AP award-winning documentary, overseeing all graphical elements.
- Helped develop Channel 4's River City Live, designing templates for on-air use, promotions, web, social media, and print.
- Created graphics packages for special news projects, including show opens, transitions, monitor graphics, and digital assets.

2006 | **GRAPHIC DESIGNER**
2013 | WJXT - CHANNEL 4 NEWS

Created a wide range of artwork, including brochures, posters, large-scale murals, flyers, and ads. Prepared files and coordinated directly with printers to produce high-quality print and advertising materials. Conceptualized and designed sophisticated multi-layer motion graphics.

- Developed, composited, and executed animated promotional spots for news and weather app campaigns. Created a user-friendly After Effects template for all Graham Media Group television stations.
- Designed custom 2D and 3D graphics, web content, and digital assets for News, Promotion, and Sales.
- Served as a member of the Social Media Task Force.