



Kristin Sobol

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Illustration

More than 10 years experience as a professional illustrator, successfully operating a contract business by providing clients with illustrations in many styles, techniques, and media.

- Illustrating extremely detailed images of product
- Designing and illustrating catalog covers, borders and spots
- Figure illustration – children and adults

Product Management, Design and Development

More than 15 years experience managing all aspects of product marketing and development for multi-million dollar corporations including:

- Designing and art directing marketing materials such as sell sheets, catalogs, brochures, and packaging
- Researching and identifying product and design trends
- Planning balanced product lines that address the needs of different customers
- Developing and maintaining relationships with artists and licensees
- Working within financial guidelines to develop profitable products
- Successfully managing staffs of creative and administrative employees
- Developing prototyping methods that meet the needs and resources of the corporation including virtual prototyping
- Extensive experience managing international subcontractors

Employment

1998-Present Freelance Illustration and Product Design

Duluth Trading Co. (www.duluthtrading.com), Magic Cabin Dolls (www.magiccabin dolls.com), The Bradford Exchange, Enesco

1996-1998 Director of Seasonal Product Development American Pacific Enterprises, Inc, San Francisco, CA

- Planned and designed all seasonal products and specialty quilts resulting in a \$5MM annual sales increase for this private label textile manufacturer.
- Turned around design, bid and prototype process in a matter of days to win customer exclusives.

1995-1996 Director of Product Development Media Arts Group, Inc., San Jose, CA

- Art Directed marketing materials including packaging, sell sheets, brochures and trade shows materials
- Directed all Product Development and Marketing teams for 3-D product lines
- Designed NALED Sports Figurine of the Year for the Gary Patterson line

1992-1995 Marketing Manager/Senior Designer Midwest of Cannon Falls, Cannon Falls, MN

- Managed planning, costing, sourcing, and development of over 1,000 Christmas SKU's annually
- Art Directed a point of sale packaging program implementing UPC codes on all products.

1986-1991 Creative Product Planner Hallmark Cards, Inc., Kansas City, MO

- Art Directed Printed Products and oversaw pre-press
- Developed Product Plan for seasonal gift wrap and partyware lines
- Developed extensive Christmas decorations line with Mary Engelbreit
- Directed staff to design product that met cost, marketing, & CPSC criteria
- Developed and managed relationships with international subcontractors

Education Bachelor of Fine Arts, Kansas City Art Institute

Studio training included Graphic Design, Typography, Illustration, and Product Design as well as Sculpture, Woodworking, and Lithography

Accreditations and Organizations

Minnesota and Wisconsin Master Gardener, Freelancers Guild of America, Certified Monart Teacher: Teaching realistic drawing to students ages 4–adult, Certified Music Together Teacher: Pre-school music program

Community and Public Art

Recently completed the coordination of an artists-in-residence program in the Monona school district.

A 300-tile mural was created with the involvement of all 3-6 grade students. Successfully wrote grants and coordinated fund-raising activities for the project.

Regular committee member and occasional prizewinner for The Monona Pie Party, an annual fundraising event that contributes to community art and educational projects.