

# KRYSTOFER BELKNAP

Phoenix | kryslknap@gmail.com | linkedin.com/in/kbelknap | https://allprimadesigns.com/

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## Graphic Designer

Over 10 years of experience in graphic design, photography, and storytelling. A year and a half at Novatto, I led the full transformation of a 2,000+ SKU product ecosystem — spanning 3D production, brand systems, and custom e-commerce architecture. Since then, I've become skilled in branding, product visualization, SEO, marketing, and web design.

## WORK EXPERIENCE

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### Chief Designer

NOVATTO INC.

PHOENIX, AZ | 08/2024 - PRESENT

- » Managed multiple projects and produced over 500 unique 3D models and scenes for Novatto's catalog, expanding product diversity and cross-functional deliverables.
- » Established brand identity guidelines within the first month, enhancing marketing strategies and consistency across all print and digital assets.
- » Built and integrated PIM/DAM/SEO automated systems with a fully redesigned Shopify site, increasing visibility and conversions by up to 400% through both organic traffic and social advertisements.
- » Developed and implemented innovative creative strategies that aligned with brand goals, resulting in a cohesive visual identity across an omni-channel e-commerce environment within 6 months.

### Freelance Graphic Designer

INDEPENDENT

03/2018 - PRESENT

- » Finalized thousands of design assets for various content creators, enhancing their visual storytelling and messaging.
- » Developed and operated online business sites dedicated to photography and design services, ensuring a seamless user experience and opportunities for future collaboration.
- » Applied advanced design techniques, dramatically increasing project efficiency through streamlined workflows and creative concepts.

### Mass Communication Specialist

US NAVY

02/2015 - 03/2018

- » Authored and proofread hundreds of compelling captions and articles featuring thousands of military personnel and dignitaries.
- » Created imagery assigned to military publications distributed to a worldwide audience, building global awareness of military events.
- » Conducted and facilitated interviews with high-ranking military officials throughout several departments for operations and public relations.

## EDUCATION

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### Laguna College of Art and Design

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN

LAGUNA BEACH, CA | 08/2019 - 04/2022

### Defense Information School

QUALIFIED FOR MOS IN MASS COMMUNICATIONS

FORT MEADE, MD | 05/2015 - 11/2015

"[DINFOS] trains U.S. Military, DoW civilian, international military, and interagency students in a variety of subject areas including public affairs, journalism, photography, video production, broadcast journalism, broadcast equipment maintenance, and various forms of graphic design and digital media."

## SKILLS

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3D Design, Accountability, Adobe Creative Suite, Analytics, Attention to Detail, Brand Identity, Client Management, Collaboration, Communication Skills, Concept Development, Copywriting, Design Systems, Mentor, Motion Graphics, Presentations, Print & Digital Production, Problem-Solving, Typography, UI/UX, Vector Illustration, Web Design