

# KRISTEN DEL POZO

## EXPERIENTIAL DESIGNER

## PROFILE

Experiential Designer with seven years of experience in spatial and experiential design. Involved in all the phases of design from conceptual ideation through production execution. Creator of innovative brand activations that provoke emotions through storytelling, concept, and consumer involvement.

## CONTACT

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## EDUCATION

Washington State University  
Bachelor of Arts in Interior Design  
Honors: Cum Laude  
June 2012 - May 2016  
Pullman, WA

Columbia Basin College  
Associates of Arts and Science  
June 2009 - December 2011  
Pasco, WA

## SKILLS

3D MODELING  
SketchUp, Autodesk Cloud

GRAPHICS  
Illustrator, Photoshop, InDesign,  
Event Signage, Large Scale Prints

SPATIAL DESIGN  
Floor Plans, Furniture Layouts, Guest  
Flow, Construction Documents

## DESIGN EXPERIENCE

### FREELANCE EXPERIENTIAL DESIGNER

@ Industria Creative in NYC, NY  
Jun 2023 - Current

@Rock + Paper  
Apr 2023 - Jun 2023

@Agenc Experiential  
Feb 2023 - Mar 2023

@Mimo Productions  
May 2020 - May 2022

@Becore Experiential  
Jan 2018 - Mar 2018

@Event Eleven  
Mar 2019 - Aug 2019

@RAW Tallents  
Mar 2021 - May 2021

Experiential marketing agency, event production and brand activation  
Clients: YSL Beaute, Sephora, Viktor + Rolf, Google, TikTok, H+M, Universal, Awesomeness TV, Red Bull, Xbox, NBA All-Star Weekend, Formula 1, Ketel One, Corkcicle, L'oreal Paris, Le Fete du Rose, Amazon Prime Video, etc.

- Collaborated with the art team by pitching ideas and developing conceptual visuals that awarded us multiple projects.
- Managed print files and created event graphics like signage, large-scale prints, digital applications, way-finding, and branding displays using Illustrator, Photoshop and InDesign.
- Created realistic renders of spatial concepts using Revit, SketchUp, V-Ray and Photoshop
- Produced floor plans, elevations and design drawings that were used to communicate to the production team constructively
- Amplified the growth and development of the brand by creatively incorporating the story of the client's brand through onsite displays, events, booths, swag, and graphics.
- Created and delivered pitch decks of concept ideations for clients
- Managed multiple projects at once from concept to completion
- Supervised and communicated the design of an event to the onsite crew for an efficient and well-organized setup
- Onsite for builds to navigate the team through solutions for last-minute modifications.

### JUNIOR 3D DESIGNER

@ 15 | 40 Productions in Los Angeles, CA  
September 2019 - August 2021

Event and experiential design for the entertainment industry.  
Clients: Amazon, ESPN, Hulu, MLB, Netflix, Nickelodeon, Sony, Spotify, etc.

- Created realistic renders of spatial concepts using SketchUp, V-Ray and Photoshop
- Managed print files and created event graphics like signage, large-scale prints, digital applications, way-finding, and branding displays using Illustrator, Photoshop and InDesign.
- Collaborated with the creative team to develop a design structure that efficiently managed the productivity of projects
- Amplified the growth and development of the brand by creatively incorporating the story of the client's brand through onsite displays, events, booths, swag, and graphics.
- Produced floor plans, elevations and design drawings that were used to communicate to the production team constructively
- Created and delivered pitch decks of concept ideations for clients
- Managed multiple projects at once from concept to completion
- Built strong client relationships with producers and marketing strategists through creative and conceptual collaborations

### INTERIOR DESIGNER - TECHNICAL LEAD

@ Toll Brothers in Seattle, WA  
July 2021 - November 2022

@ Style Interior Design in Irvine, CA  
December 2016 - October 2017

- On-site walks for framing, electrical, hard surfaces, and accessories installs.
- Lead up to 15 projects simultaneously, throughout all phases from concept to completion
- Created budgets that tracked and allocated all expenses to stay within clients' allowance
- Staged model homes by developing FF&E, furniture layouts, planning material budget, purchasing accessories and furniture, on-site project management instructing movers and helping with setup.
- Project leadership on all design material, oversight of construction management and crew, managed vendor relations, project budgets and deadlines.
- Lead the designers through technical skills training on Revit, Sketchup and AutoCAD. Taught designers how to use these programs to incorporate 3D models in our design sets.
- Produced construction documents with floor plans, elevations, material key and design drawings that were used to constructively communicate to construction and project managers.
- Created realistic renders of floor plans using Revit, Cloud Rendering, Sketchup and Photoshop.