

ZOE KERSTEN

ART DIRECTOR / GRAPHIC DESIGNER

Creative and curious problem solver with a focus on graphic design and art direction. With experience creating in both agency and in-house settings, I have a deep understanding of strategy, intention, and collaboration that I bring to every project I work on. Currently working as a freelance designer in Portland, Oregon.

CONTACT

PORTFOLIO www.zoekersten.com

LINKEDIN [linkedin.com/in/zoe-kersten](https://www.linkedin.com/in/zoe-kersten)

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EXPERIENCE

CREATIVE DESIGNER / CASCADA PDX

DEC. 2024 – OCT. 2025 / PORTLAND, OREGON

- Led graphic design and art direction across print and digital marketing materials, including but not limited to: posters, packaging, brochures, business cards, magazine layout, and branded emails.
- Developed and applied brand guidelines to create a cohesive visual system.
- Art directed on photography/videography shoots and interior design.
- Managed projects independently from concept through final production.

GRAPHIC DESIGNER / KIRIKO MADE

OCT. 2024 – AUG. 2025 / PORTLAND, OREGON

- Designed print and digital collateral aligned with brand identity.
- Produced and edited product and model photography.
- Created social media content and campaign assets.
- Executed UI/UX design within Shopify CMS.

ART DIRECTOR / ALLEN HALL ADVERTISING

MAY 2023 – JUNE 2024 / EUGENE, OREGON

- Led art direction for a year-long marketing campaign.
- Developed visual identity across print and digital.
- Worked closely with design, copywriting, and account teams.
- Guided concepts from moodboards to final deliverables.

SKILLS

- Adobe Creative Suite (InDesign, Illustrator, Photoshop, Aftereffects, Camera Raw)
- Branding / Visual Identity
- Typography / Layout Design
- Print / Packaging Design
- Figma
- UI/UX & E-commerce Design (Shopify, Klaviyo)
- Studio Photography & Photo Editing

EDUCATION

University of Oregon / Bachelor of Science (BS), Advertising

SEPT. 2020 – JUNE 2024