

KRISTIN CARTONEY

Dynamic creative leader with an award-winning body of work.
Passionate about crafting content that connects.

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EXPERIENCE

Senior Art Director, WoW Studios 11/2021 - Present

Whirlpool Corporation - Benton Harbor, MI

- Spearheaded the development of the KitchenAid Studio Production Guide, a detailed “how-to execute” all things KitchenAid photo and video that has elevated overall creative, driven brand consistency and created efficiency across all aspects of production.
- Directed the creative launch of KitchenAid’s newest induction cooktop, developing strategic creative across all the touchpoints in the CDJ, including POP, social, photo, and video assets, as well as a unique video graphic package for post production.
- Elevated set design for KitchenAid Majors, leading the transformation of multiple in-house sets into dynamic spaces that are trend forward and maximize creative opportunities (*they’re basically a KitchenAid jungle gym for creativity*).
- Integral leader in establishing new processes and ways of working between Whirlpool’s new in-house agency, WoW Studios and studio production teams, aiming to achieve higher levels of quality, consistency, and team collaboration.

Art Director, KitchenAid 01/2020 - 11/2021

Whirlpool Corporation - Benton Harbor, MI

- Served as lead Art Director across all KitchenAid Major’s Shopper photography and video, elevating product content with compelling storytelling that supports the brand promise of creating possibility in the kitchen and inspires consumer action.
- Mastered the mess of dishwasher drudgery, leading creative from concept to post-production for the brand’s first ever competitive head-to-head video which helped boost sales to #1 status. Earned a 2021 Gold Reggie Award and two 2021 In-House Excellence Awards.
- Designed a first-of-its-kind modular set for KitchenAid photo and video that empowers creative possibility by transforming into multiple kitchen layouts, designs, and styles (*it’s the Swiss Army Knife of set design*).
- Reimagined and reinvented the KitchenAid Brand Catalog, overhauling the design and catalog architecture into a robust tool for consumers and a piece truly reflective of the brand and its premium product offerings.

Associate Creative Director, 02/2017 - 01/2020

JohnsonRauhoff - St. Joseph, MI

- Worked across clients such as Comcast, KitchenAid, Traeger Grills, and Newell *Brands*, ensuring brand consistency while digging for opportunities to keep the brands moving *forward* and staying relevant in their design, digital, photography and videography spaces.
- Designed and executed knockout ecommerce marketing and content strategies for KitchenAid.com, executing unique photography and website designs, as well as implementing gift guides and sales pages. Results for the 2018 November Black Friday Promotions led to a 250% increase in monthly revenue and a 53% increase in conversion.
- Ideated and directed national TV broadcast spots for Dremel's two new tool launches, the Ultra Saw and K4300, which aired during the 2017 holiday season (*my guess, even JoAnna Gaines bought one*).
- Consistently achieved higher levels of creative and team collaboration by bringing teams together (*teamwork makes the dreamwork*) and streamlining processes between creative, studio, and project management teams.
- Managed a team of 16 art directors, stylists, designers, and copywriters; providing annual performance reviews, and ongoing mentorship.

Senior Art Director, 05/2015 - 02/2017

JohnsonRauhoff - St. Joseph, MI

- Directed and executed a range of omni-channel brand experiences for clients such as Bissell, JennAir, KitchenAid, OXO, Rubbermaid Commercial, and Whirlpool.
- Served as lead creative on the global KitchenAid Small Appliance account providing art direction to print, packaging, photography, videography, and digital projects (*need 8 languages on one 8" springform pan package? Not a problem*).
- Designed and implemented a better post-purchase experience strategy for KitchenAid Small Appliances that created a unified brand experience across print, packaging, and digital touchpoints. Awarded 2016 International Summit Award of Excellence.
- Led brand redesign, architecture, and digital design (UI/UX) of ServiceMatters.com - an online application and mobile app for service technicians that repair appliances across Whirlpool Corporation's portfolio of brands (*you haven't seen excitement till you've seen a service tech find a repair sheet in .008 seconds*).
- Managed a team of 6 art directors, copywriters, and designers, providing creative feedback, annual performance reviews, and ongoing career mentorship.

Art Director, 01/2013 - 05/2015

JohnsonRauhoff - St. Joseph, MI

- Served as lead art director on the Rubbermaid Commercial Products "Executive Series" luxury product launch campaign that included print, digital, photography, videography, and trade mediums. Resulted in 2013 MarCom Gold Award.
- Promoted to lead Art Director on the KitchenAid Small Appliance account, responsible for maintaining visual brand integrity across all touch points of communication, including print, packaging, digital, photography, and videography touchpoints.

Graphic Designer, 05/2012 - 01/2013

JohnsonRauhoff - St. Joseph, MI

- Designed creative materials across print, packaging, and web mediums for clients such as KitchenAid, Maytag, Rubbermaid Commercial Products, and Whirlpool.

Writer, 09/2011 - 05/2012

JohnsonRauhoff - St. Joseph, MI

- Wrote creative, technical, and training content for clients such as Maytag, KitchenAid, Whirlpool, and Whirlpool Corporation.

EDUCATION

Bachelor of Business Administration, 2011

Adrian College - Adrian, MI