

Krystle Lilliestierna

ASSOCIATE CREATIVE DIRECTOR

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Livonia, Michigan
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Being the go-to art director and associate creative director for massive website overhauls isn't always glamorous, but Krystle Lilliestierna is never one to shy away from complicated behind-the-scenes work. As a rising digital star, she knows all too well that doing so helps build brands and their business and has successfully led site redesigns for Fortune 500 companies. Inventively using smart tools, Krystle creates processes that turn complex challenges into design systems focused on being organized, simple, clear, and yes, effective.

Associate Creative Director / Senior Art Director

MRM/McCann: 4/2016 – Present

Led multiple large-scale website redesigns and digital campaigns. Collaborated with internal ux and development teams, while also working side-by-side with agency partners. Select clients include Buick, GMC, Girl Scouts, Verizon, Honeywell and General Motors.

Senior Art Director

Leo Burnett Detroit: 9/2014 – 4/2016

Led website redesigns for ACDelco, Chevy Performance (mobile) and Genuine GM Parts. Responsibilities also included designing for print, digital and social media campaigns.

Senior Art Director

Freelance: 4/2012 – 9/2014

Senior Art Director / Art Director

DBA Worldwide: 7/2007 – 4/2012

Art directed digital, T.V. and print campaigns for Henry Ford Health System, Cincinnati Children's Hospital, Hungry Howie's Pizza and many more.

RECOGNITION

- Nominated for Ad Age's 40 Under 40, 2020
- Adobe Ambassador, 2020 - Present

EDUCATION

Bachelor of Fine Arts in Graphic Design
WMU, Magna Cum Laude

SKILLS

- Adobe Suite
- Web 3.0 (NFT creator)
- Web Accessibility; WCAG 2.0
- Sketch
- Invision
- Microsoft Office Suite / Keynote