

# KRISHNA FITZPATRICK

Brand & Editorial Director

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Krishna Fitzpatrick (she/her) is a Hudson Valley-based Brand and Editorial Director who partners with founder-led initiatives to define and evolve brand identity across digital, physical, and editorial touchpoints. Her work centers on the development of culturally resonant brand worlds via digital and print media, content production, e-commerce and brand marketing. She brings experience shaping brands in the health, beauty, wellness and hospitality spaces.

## Skills

- Creative Direction
- Brand Strategy
- User Experience Design
- Design Systems
- Digital Marketing
- Print Design
- Copywriting
- Social Media
- eCommerce Design
- Figma
- Canva
- Adobe Creative Suite
- Wix Studio
- User testing and feedback
- HTML and CSS proficient

## Experience

Oct 2014 - Present

**Brand Director** at Aragosta at Goose Cove, *Deer Isle, ME (remote)*

- Established branding, brand voice, positioning and social presence of Aragosta, a destination hospitality experience on the coast of Maine
- Own editorial and brand strategy across all touchpoints, including digital, print, seasonal campaigns, and social.
- Manage content production (copy, photography, video and light video editing)

Sep 2024 - Sep 2025

**Brand, Identity, and UX Designer** at 1-800-Flowers Inc., *New York, NY (remote)*

- Designed Celebrations.com for 1-800-Flowers, Inc. as the sole creative executor of a C-Suite strategy to merge the product catalogs of eleven 18F brands into one mega-brand gifting destination.
- Contributed to ideation, naming, brand and editorial strategy, ad and marketing campaign concepts, and copywriting
- Established a clear and engaging narrative voice that was in alignment with the visual brand tone; sourced and directed photography and video to support a unified, emotionally resonant brand expression.

Mar 2021 - Aug 2022

**Associate Creative Director** at The ORGANIC Agency, *New York, NY (remote)*

- Led end-to-end UX design for consumer-facing mobile and web products, translating concepts and objectives into clear, actionable designs and earning client buy-in through high-fidelity prototypes and research share-outs.
- Partnered closely with engineering to validate feasibility, iterate on solutions, and align design decisions with product roadmaps.
- Designed and scaled Figma-based design systems to support consistency and efficiency across product creative teams.
- Mentored designers, led critiques, and strengthened UX literacy.

## Education

2012

**Noble Desktop**

CSS & HTML Certification

Adobe CS Certification

*New York, NY*

2009

**School of Visual Arts**

Intermediate Graphic Design

*New York, NY*

2005

**Northeastern University**

Bachelor of Arts Degree

Art History + Media Studies

*Boston, MA*