



PATCH KROLL

"DESIGNING AND DEVELOPING ANYTHING THEY'LL LET ME"

WORK

Designer / Art Director / Web Developer

NuTrail™ 2019 - Present

Developed NuTrail™ brand from scratch and all related creative assets, including e-commerce website, packaging, advertisements. Oversaw all art direction and brand presence.

Results

- ▶ Can be found in Costco, Rite Aid and Walmart across USA
- ▶ Regularly displaces Kind and Bear Naked as #1 in Amazon granola category
- ▶ Shopify CMS platform developed integrates customer service, loyalty program, subscriptions, and is 100% managed not by techies.

Biohazard Coffee™ 2018 - 2020

Led the rebrand of Biohazard Coffee™ including new e-commerce website, brand voice, packaging, and social media presence.

Results

- ▶ 4x increase in revenue by add-on merchandise and subscriptions
- ▶ 10k increase in social media followers, and 5x in vanity metrics.
- ▶ Featured on "Live with Kelly and Ryan" segment in 2018

Variety Fun™ 2018 - 2020

Art director on multiple ads and social media posts. Worked with pre-existing brand guidelines to produce enhanced visual assets.

Results

- ▶ 12,000 person increase in service subscribers
- ▶ 14k increase in social media followers

"Unleash Your Vote" 2020 - 2021

Branding for voter registration in dog parks sponsored by Planned Parenthood. Dozens registered to vote in Bushwick alone.

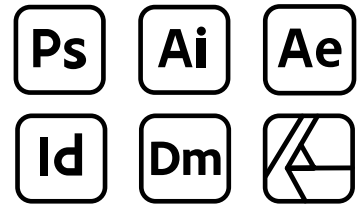
Hutnik For Magistrate Campaign 2020 - Present

Political campaign branding and asset creation for Northampton County judge candidate. Currently leading the democratic polls!

SKILLS

- Brand Identity
- Web Development
- Art Direction
- Packaging Design
- Advertising
- Animation (CSS/Ae)
- Learning New Tech

SOFTWARE



WEB DEV

- HTML / CSS
- JS / PHP
- Jquery
- API Management
- Wordpress / Shopify
- Hotjar / Fullstory
- Mailchimp
- Gorgias
- Paypal / Stripe

PASSIONS

- Consumer Tech
- Politics
- Propaganda for Good
- Road Trips Across the USA