

KRISTIN KELLY COLOMBANO



31 ABBEY STREET * SAN FRANCISCO * CALIFORNIA 94114

tel: 415.602.7686 * fax: 415.281.9197

kristin@AVANTGARDE.COM



EXPERIENCE

THE ASIA FOUNDATION

www.asiafoundation.com

October 2002 — present

Creative Director

Key responsibilities include: identity design, print collateral, annual reports, publications, advertising, web + multimedia interface design, special event invitations and signage, exhibition design, 50th anniversary collateral, language localization, photographic archive solutions, management of vendors and freelancers, staff training, project management, print brokering, print management, brand implementation.

AVANTGARDE

www.avantgarde.com

September 1998 — September 2002

Art Director, Designer & Illustrator

See Client List on website. Responsible for all aspects of print and web design; specializing in logos, identity, collateral, advertising, catalogs, reports, and events. Managed all jobs from proposal stage through budgeting, concept, design, production, and final product delivery.

CB RICHARD ELLIS

www.cbrichardellis.com

February 1999 — January 2000

Senior Graphic Designer

Responsible for marketing services graphic design department serving 5 bay area offices. Design work included annual advertising, special projects, high end brochures, special event materials, template design, production team management, print brokering, managing and maintaining brand guidelines and standards.

d'NOTE RECORDS

April 1995 — August 1998

Art Director, Designer and Illustrator

Responsible for all aspects of art direction, design and production of compact disc packaging, product sales sheets, catalog, and advertising for an independent classical record label.

EDUCATION

San Francisco Art Institute, BFA, 1992

Double Major: Painting and Photography

Continuing education at Center for Electronic Arts & BAVC San Francisco

SOFTWARE SKILLS

Adobe Creative Suite, Quark, Microsoft Office, Painter, Expression, Macintosh OS, proficient in Dreamweaver, Fireworks, Flash, After Effects, survival PC skills

AWARDS

2005 MarCom Creative Awards; Gold & Honorable Mention

References available upon request



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THE ASIA FOUNDATION

A PREMIER PHILANTHROPIC ORGANIZATION

The Asia Foundation is a non-profit, non-governmental organization committed to the development of a peaceful, prosperous, and open Asia-Pacific region. The Foundation supports programs in Asia that help improve governance and law, economic reform and development, women's empowerment, and international relations.

With a network of 18 offices throughout Asia, an office in Washington, D.C., and its headquarters in San Francisco, the Foundation addresses these issues on both a country and regional level. In 2005, the Foundation provided more than \$61 million in program support and distributed almost 1.1 million books and educational materials valued at \$28 million throughout Asia.

As the in-house creative director, I've worked closely with all departments, executive staff, and directly with many field offices throughout Asia to create consistent and effective designs for a wide range of projects.

Please visit: www.asiafoundation.org to view the website design and click on the publication section to view PDFs.

DELIVERABLES

- Logo & Stationery Systems
Brand Guidelines
Annual Reports
Publication & Book Design
Web + Multimedia Design
Event Collateral
Exhibition Design
50th Anniversary Brochures
Film Graphics
CD & DVD Packaging



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THE ASIA FOUNDATION

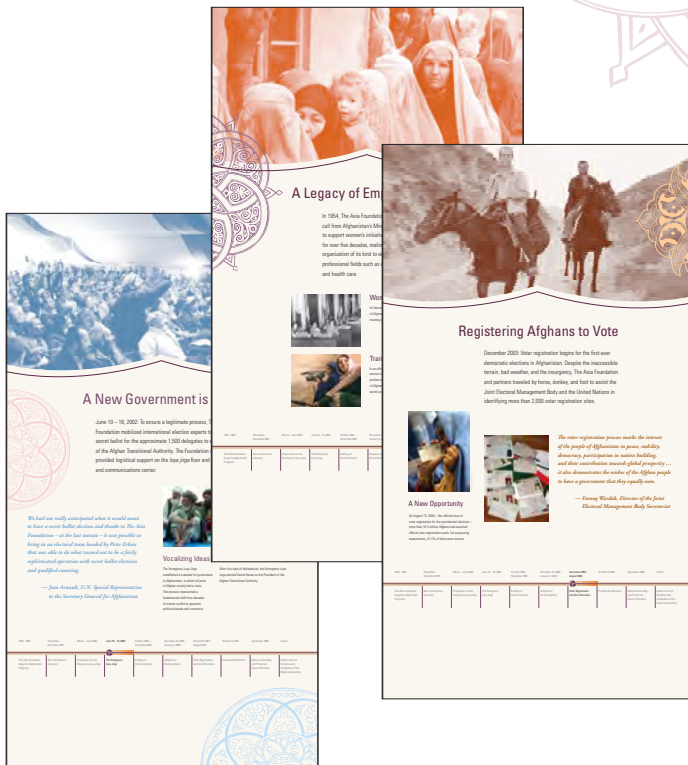
THE ASIA FOUNDATION SUPPORTS AFGHAN DEMOCRACY

Working closely with Afghanistan experts, the Foundation's governance program staff, research team, as well as the marketing and public relations staff, I distilled the exhibition wish list and then worked within the venue and budget limitations. The exhibit needed to be entirely free standing, reconfigurable, easy and inexpensive to ship, and able to be installed within a few hours. It also needed to be powerful, professional, and flexible enough to allow for future venues and new content. I conducted an outside production agency review and ran a selection process to lend expertise to the overall process and logistics as well as manage the first installation of the exhibit in Washington D.C.

A fully customizable retail display system, with beautiful brushed aluminum and birch details, was chosen. This system allows the Foundation to show both artifacts as well as almost any size image or banner for this and future exhibits. I oversaw the project management throughout the entire Afghan exhibition production process and was the onsite installation director for the first venue. I art directed and designed each of the 14 – 4 x 8 foot panels, the artifact displays, signage and supporting collateral. Each display banner was digitally printed on canvas and hung with birch headers and footers. Large compelling duotone images and a clear information hierarchy combined with intricate Islamic designs and a rich color palette created a powerful exhibition and effectively highlighted years of the Foundation's work in Afghanistan.

DELIVERABLES

- Exhibition Design
- Invitation & Event Collateral
- Flash Website Design



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GIVE2ASIA

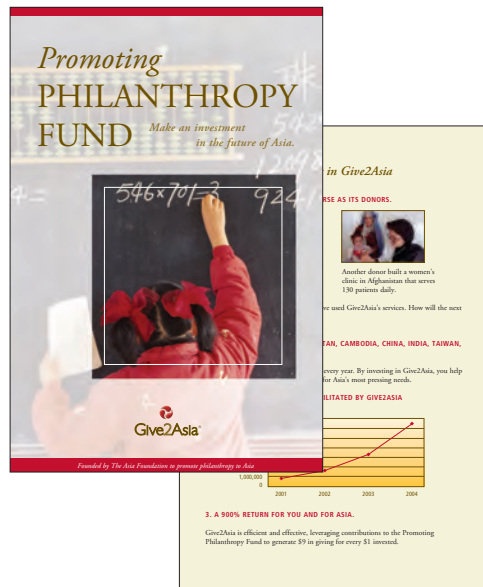
HOW WILL YOU MAKE A DIFFERENCE?

Founded by The Asia Foundation, Give2Asia provides a comprehensive set of services that helps investors fulfill philanthropic goals in Asia. Their services are tailored to the investors specific needs, whether they are a potential donor; a U.S. grantmaker; a financial, legal, or tax advisor; or an Asian charitable organization interested in fundraising overseas. Give2Asia supports donors and grantees with flexible services, due diligence, capacity building, research, and information sharing, to improve life in communities across Asia.

As the in-house art director, I worked closely with Give2Asia's managing director and marketing department to create sophisticated and accessible designs that inspire a diverse philanthropic audience. All pieces closely adhere to a beautiful Asian color palette of reds, golds, earthy greens and beiges. Their website features a flash based header that interactively changes to full color as the user rolls across it, simulating the effect that a donor's contribution will make to the recipients' lives.

DELIVERABLES

- Donor Brochures
- Marketing Materials
- Event Invitations
- Web Design



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TITEC CYCLES USA

THE PORSCHE OF MOUNTAIN BIKING

Titec, a leading high performance bicycle parts manufacturer hired Avantgarde to give their brand identity a new look and increase after market sales to a new target audience. With only five weeks and a limited budget, Avantgarde was tasked to develop, design and print the 2002 advertising campaign and 2001-2002 catalog.

Through industry research we created a structure in which to develop the metamorphosis of Titec for the new season. Once the client approved the new direction, Avantgarde hit the ground running. From developing a four-ad campaign to a new product catalog, which included design, photography, production layout and copywriting as well as printing, we were able to give Titec a complete overhaul in just five weeks.



INVEST IN SOFTWARE.

For those seeking a comfortable long-term investment, Titec offers the high performance 11" size Goat saddle. Designed with maximum weight and maximum durability, the Goat provides the ultimate in comfort, support and precise riding. Titanium rails, lightweight padding, and a minimalist design help shed grams while the Goat Zone uses the added comfort. Plus the rugged frame, rear fender guards and Kevlar-reinforced give you the off-road protection you need.

FOR MORE INFORMATION VISIT WWW.TITEC.COM OR CALL 1-888-848-3299 FOR A FREE CATALOG.

TITEC
The Best PART of Any Bike

INVEST IN PRECIOUS METALS.

There's no better long-term investment than the new Helion 11" size Titanium handlebar from Titec. Formerly only available in 7075 aluminum, the Helion is now forged from indestructible titanium for the ultimate cross country experience.

Then add the precision fitting with the rear bar and we're continuing to build quality lightweight parts that can withstand any condition. So why is it the best long term investment? Ask your dealer for genuine Titec handlebars, seatposts, stems and handlebars.

FOR MORE INFORMATION VISIT WWW.TITEC.COM OR CALL 1-888-848-3299 FOR A FREE CATALOG.

TITEC
The Best PART of Any Bike

SOLID TITANIUM

Avantgarde delivered all ads to Titec's contracted media in time to launch its new campaign at EuroBike in Germany, the season's opening event. The perfect compliment to the new ad campaign was the sleek, Porsche-like metallic catalog introducing new products and giving new life to the existing line.

DELIVERABLES

- Advertising Campaign
- Product Catalog
- Business Cards



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UPLIFT COMMUNICATIONS

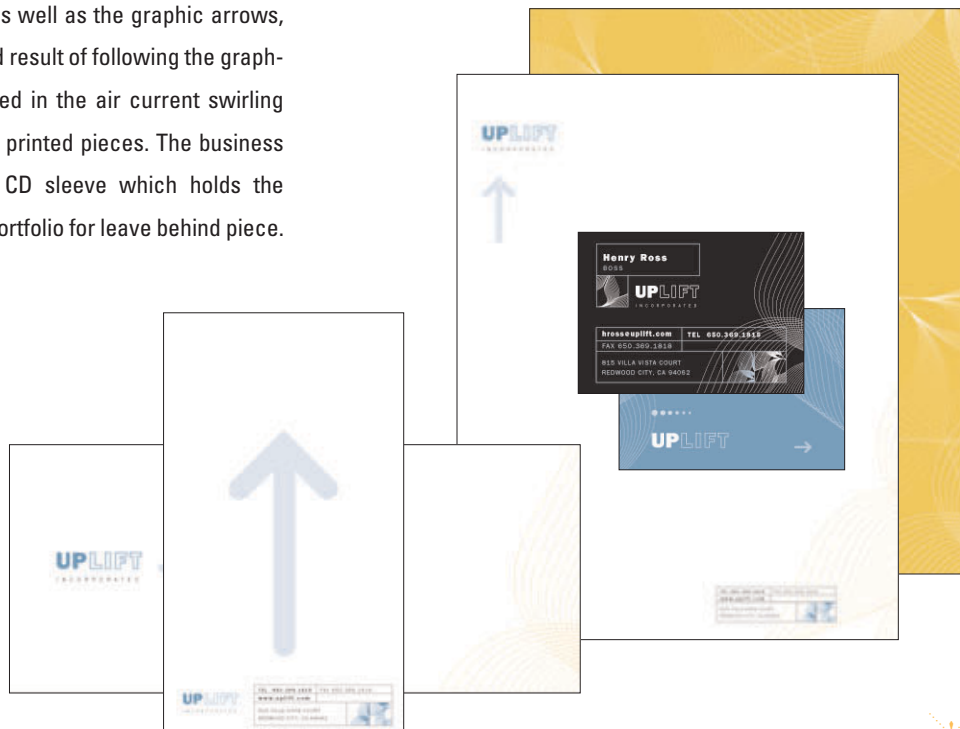
UP UP AND AWAY

UPLIFT had evolved into an organization that quickly needed to reconfigure itself and hired Avantgarde to create a new identity and stationery system to meet the demand. UPLIFT is a closely-linked network of independent technology consultants, each with specialized skills in his or her communications field such as writing, editing, design and project management. The challenge was to create a compelling new look that would address Uplift's unique and ever shifting corporate structure as well as position them as creatives and experts in their fields.

A hybrid solution was chosen for the final look — a split treatment of its compound parts. The "UP" is addressed in the solid fill type treatment as well as the graphic arrows, the "LIFT" (also being the end result of following the graphic arrow direction) is depicted in the air current swirling lines used throughout the all printed pieces. The business card also doubles as mini CD sleeve which holds the companies information and portfolio for leave behind piece.

DELIVERABLES

- Corporate Identity
- Business System
- CD Sleeve



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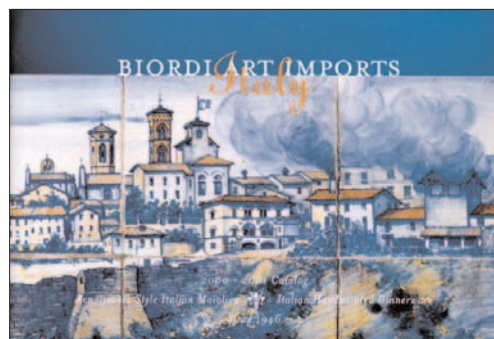


BIORDI ART IMPORTS

ITALIAN ARTS AND CRAFTS

Biordi Art Imports has been bringing beautifully hand-crafted and hand-painted ceramics directly from Italy to San Francisco and shipping worldwide via their catalog since 1946. Avantgarde was asked to update the design of family owned and operated company's catalog as well as design and launch their e-commerce website.

Our solution was to modernize and simplify the catalog experience by working with larger amounts of white space than the previous designs to both make searching easier and to accentuate the beautiful and brightly painted ceramic designs. A combination of a classically tooled typeface with a delicately whimsical and colored face along with ample leading finished off the design details. Avantgarde worked very closely with the client in all aspects including art directing the photography, cataloging and proofing as well as working with their Italian overseas printer.



TRADITION MEETS TECHNOLOGY

After completing the catalog Avantgarde designed, produced and launched Biordi's website within a matter of a few weeks and right before their holiday crunch. The design and format followed the catalog structure closely thereby making shopping via their catalog or website an easy and familiar process. Biordi's sales from the introduction of their website have increased more than 20%. As an added benefit retail sales also improved with more orders coming via fax and web rather than by phone.

DELIVERABLES

Product Catalog

Website



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CONTEMPORARY EXTENSION | SFMOMA

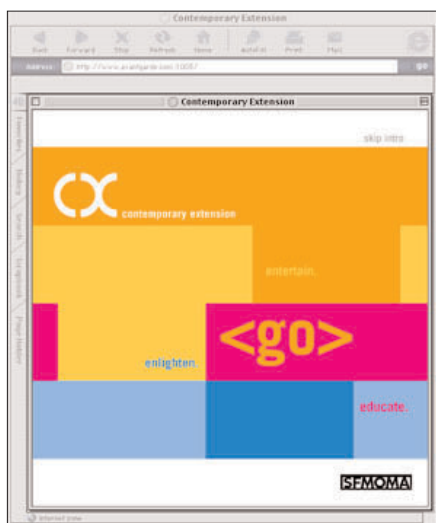
ENLIGHTEN, ENTERTAIN & EDUCATE

Contemporary Extension (CX) cultivates relationships with young adults between the ages of 21 and 40 to further their knowledge of the art world and support the SFMOMA. CX challenged Avantgarde to design and launch their website keeping an eye towards the artistic, substantive and provocative.

The resulting CX website immediately engages the viewer's senses through the animated introduction and follows throughout the site using the brightest of colors yet the simplest of scrolling navigation. This makes it easy for the web viewer to find the event, feature or membership information they are looking for. The pages are enhanced by edgy cropping and monochromatic coloring of member photographs and events.

DELIVERABLE

Website



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ANNIE C.

WHIMSICAL BAGS WITH MODERN FLAIR

Annie C.'s design philosophy is based on creating unique, high-quality accessories and apparel that presents a fusion of old-world charm with contemporary style, and feature a fun personality with a sophisticated voice. Annie C. hired Avantgarde to develop identity and marketing materials making sure that the overall solution was fresh, appealing and mapped closely to their products.



The logo's modern and refined typeface speaks directly to the fashion forward customer and while still retaining a well tooled and crafted feel to match Annie C.'s hand-made goods. The playful polka dots in a soft brown, green, blue & orange palette address their old world charm and appeal to many types of customers. Most of the marketing materials were designed to be printed on demand using Annie C.'s in-house printers to stay within their start-up budget.

DELIVERABLES

- Logo Design
- Business System
- Hang Tag
- Marketing Materials

Annie C.

HANDMADE IN THE U.S.A.

Annie C.
HEALDSBURG



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SIMPLYSHE

A FRESH VOICE AND SAVVY PRODUCTS

SimplyShe's cards, books and apparel products relate to women in their many roles—as single women or partnered, as mothers, as working women, and as friends—and in their everyday experiences; dating, breaking up, losing weight (or not), working, getting engaged, marriage, pregnancy, motherhood, family, transitions, and more. Avantgarde worked with SimplyShe over a two year period developing and designing merchandising materials, books and apparel products.

We worked closely with SimplyShe from conception through design on each apparel, book and illustration, assuring total brand management success in order to achieve the founder's vision. Both book's package designs were fully prototyped for book deal shopping with well-known publishers, and were picked up by the major publisher Stewart, Tabori & Chang.



DELIVERABLES

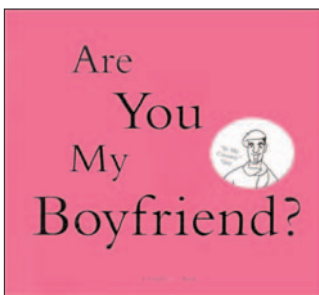
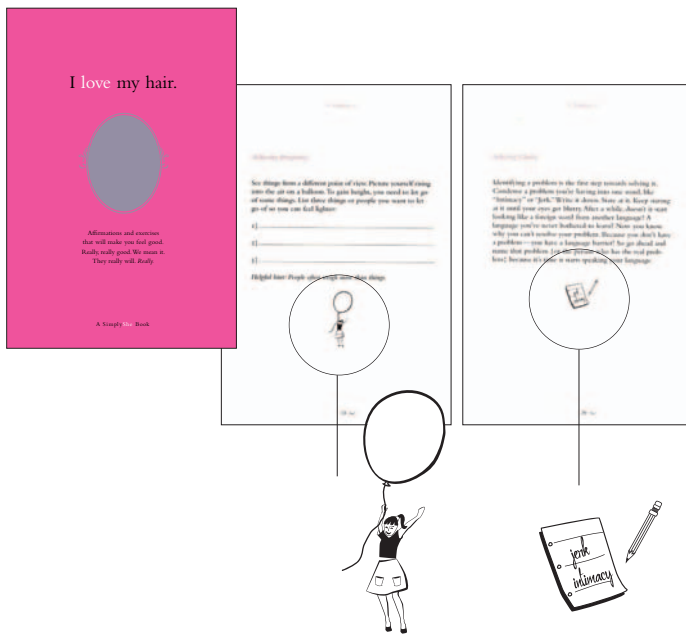
Product Design & Development

Book Design

Illustration

Hang Tag

Holiday Card



People want to feel my magic



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VERNIER NETWORKS

BIRTH OF A SPIN-OFF

In March of 2001, Packet Design, asked Avantgarde to help spin off its first company, Vernier Networks. Vernier provides network infrastructure hardware and software designed to protect manage and enhance wireless networks. Our team began by developing a marketing communications message platform from which to develop other tactical marketing communications projects: identity, business system, website, collateral system design, tradeshow presence and a 360 degree plan to launch the company. The challenge was to leverage the company's roots as the first spin off to Packet Design while balancing Packet's reputation and allowing Vernier a unique identity enabling it to stand on its own as an independent company.



MESSAGE PLATFORM

Our approach was to first develop a messaging foundation from which we could build future marketing communications activities. Critical questions were: What are the important attributes of the new product? Who is the target customer? How to position the new company in the noisy world of networking? After achieving consensus on these critical points from the executive team, Avantgarde made sure that the key messages were reflected in all identity, web development, business system, collateral and marketing communications work thereby creating a consistent Vernier Network company brand.

Vernier Networks IS 5000 Integrated System™

Providing Security, Intelligence and Control for Small Wireless Networks

The Vernier Networks IS 5000 Integrated System is an ideal solution for quality and easy managing and controlling a small wireless network. A complete network management solution on itself, the IS 5000 combines a Vernier Networks CS 5000 Control Server and a Vernier Networks AM 5000 Access Manager in a single device. Whether deployed as a complete solution for a small network or as a server system for a large network, the IS 5000 provides all the benefits of the award-winning Vernier Networks System—a comprehensive and scalable solution for protecting, managing, and enhancing wireless networks.

The Vernier Networks System gives you the security, interoperability, and mobility among these today's wireless networks. And it does so with the simplicity and convenience users have come to expect from Vernier Networks technology.

- Authentication controls that integrate with your existing existing authentication system.
- A default guest account that provides restricted network access to guests and contractors without requiring you to change the network settings on their devices.
- Support for up to four wireless access points.

The IS 5000 Integrated System: A Compact and Complete Solution for Wireless Networks

The IS 5000 combines a Vernier Networks CS 5000 Control Server and a Vernier Networks AM 5000 Access Manager in a single rack-mountable device. The Control Server software manages network user rights and authentication. The Access Manager software components, including a Layer 2 packet inspection engine, monitors network traffic, and authenticates the users and manages policies established through the Control Server. Access privileges can be based on user identity, application, location, time of day, and network protocol.

When used with multiple Vernier Networks AM 5000 Access Managers, the IS 5000 allows centralized access to users locally. The IS 5000. Intrinsically wireless network connections across the same point of entry.

• Authorization controls that integrate with your existing existing authentication system.

• A default guest account that provides restricted network access to guests and contractors without requiring you to change the network settings on their devices.

• Support for up to four wireless access points.

The IS 5000 combines a Vernier Networks CS 5000 Control Server and a Vernier Networks AM 5000 Access Manager in a single rack-mountable device. The Control Server software manages network user rights and authentication. The Access Manager software components, including a Layer 2 packet inspection engine, monitors network traffic, and authenticates the users and manages policies established through the Control Server. Access privileges can be based on user identity, application, location, time of day, and network protocol.

When used with multiple Vernier Networks AM 5000 Access Managers, the IS 5000 allows centralized access to users locally. The IS 5000. Intrinsically wireless network connections across the same point of entry.

Benefits

- Provides management and control of all wireless devices and applications controlled by their location and user.
- Increases network security and administration control by increasing protection and filtering from Internet Service Providers and other external threats.
- Reduces complexity and increases administrator control of a single Control Server management of the Access Manager software in a single administrative console.
- Allows both central access and guests to simultaneously access the network with different network protocols.
- Provides a graphical interface for user and group rights management. Features the network manager console which includes a central console for the network and which network resources are individual user access.
- Supports central access by providing network management console which can access the network at a single location.
- Supports central access by providing network management console which can access the network at a single location.
- Provides full support for IEEE 802.11 wireless networks.
- Supports logging and auditing for monitoring and/or billing purposes by user, device, location, and time.
- Provides secure and easy network and user configuration through a Web-based interface.
- Provides central access from guest network access.
- Supports user authentication with a RADIUS interface.
- Offers a complete message flexibility to display the system status on either network or department by department.





VERNIER NETWORKS CONTINUED. . .

BEST IN SHOW

Vernier benefited from taking this methodical approach to developing its core marketing communications materials and now has a permanent, long lasting identity from which to build the company's brand that is unique from its parent company. Clear and concise messages were developed and incorporated in a comprehensive product launch plan. The foundation was solid to further expand the website as well as build permanent collateral materials. In September 2001, the consistent deliverables from Avantgarde's project work contributed to a successful product launch at network+InterOp. Vernier received recognition with a "Best in Show" award, excellent press coverage, and new customers.

DELIVERABLES

- Messaging Workshop
- Corporate Identity
- Website
- Business System
- Marketing Collateral
- Tradeshow Signage
- Presentation Folder
- Product Data Sheets
- Quickstart Guides
- Product Brochure
- Advertising

