

HYPPER

I'm Kirsten Pargas, a graphic designer with a fine arts foundation rooted in Reno, Nevada. I use bold visual storytelling to communicate ideas and spark connection, creating concept driven branding and illustration for people who aren't afraid to dream big. Let's make something wild together!



DELIC



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FUNK

Freelance Graphic Designer & Brand Developer

Independent Projects | 2025 - Current



Created visual identities including logos, websites and digital assets, with a focus on storytelling, usability and brand consistency.

Designed and developed websites that prioritize intuitive navigation, accessibility and engaging user experiences.

Applied principles of typography, composition, color theory and digital design to create professional visual solutions.

Developed and launched an aerial arts merchandise concept combining illustration, branding and product design.

Restaurant Manager / Bartender / Server

Various Restaurants | 20+ Years



Delivered exceptional service and built lasting relationships with guests in fast-paced, high-volume environments.

Managed daily restaurant operations and led a team as restaurant manager for two years overseeing staff, scheduling and service standards.

Prioritized multiple tasks while maintaining accuracy, organization and attention to detail under pressure.

Developed highly effective communication skills to ensure efficient operations, support team coordination and create consistently positive guest experiences.

Demonstrated strong problem-solving, adaptability and relationship-building skills in dynamic, guest-focused environments.

Kayak Guide

Various Companies | 2017-2020



Led engaging outdoor experiences by communicating safety information, adapting instruction styles and creating memorable guest experiences for diverse groups.

Developed strong visual awareness and storytelling skills by interpreting natural environments and guiding guests through immersive experiences.

Managed logistics, problem solved and real-time decision-making while prioritizing safety, organization and customer satisfaction.



Farm Assistant / Farmers Market Assistant

Various Farms | 2018-2021

Assisted with small-scale organic farming operations including crop rotation, companion planting, soil preparation, harvesting and seasonal crop maintenance.

Applied sustainable farming practices while learning the role of fungi and healthy soil ecosystems in supporting soil fertility, plant health and long-term crop productivity.

Prepared fresh produce for farmers markets and contributed to attractive product displays while engaging with customers and sharing knowledge about locally grown food.



References and individual jobs upon request

Education

2022-2025 Truckee Meadows Community College

Associates of Applied Science, emphasis in Graphic Communication

2010-2015 University of Nevada, Reno

Bachelor of Fine Arts emphasis in painting and minoring in business

Skills

- Branding & Logo Design
- Typography & Layout
- Print Production
- HTML/CSS/JS/UX
- Adobe Creative Cloud
- Figma
- AI-powered design tools
- Fast learner with a commitment to staying current