krys morgenweck rossner

graphic designer + illustrator



i'm a graphic designer and an illustrator.

I've been doing it for 15+ years, and I still really like the doing and making. I actually don't think I've ever enjoyed it more than I do right now.

I like when someone gives me too much information, too little information, an unfinished idea, a fully imagined ecosystem, a physical folder full of loose photographs and ephemera, a brand that is technically kind of a brand but not really, or something that everyone agrees is important but no one knows what to do with yet.

I like finding answers in the questions, and in the reorganizing of the unorganized. Once a thought is ready to come to life I also want to help write it, draw it, typeset it, photograph it, build it, revise it, send it to print, get the proof, stare in one direction for too long, live an entire life within the project just to change a tiny thing, and send it again. I also really enjoy doing this alongside other people.

I don't really separate the thinking from the making. Most of the time I'm figuring out what I think by making something and then looking at it. I'm drawn to things that feel intentional and honest, and I love putting those qualities into my work.

i tend to notice things.

I notice when there's no clear way through a mess of information. When the language doesn't quite sound like the people it's meant for (or by). When something technically works but maybe doesn't feel welcoming. When one small detail has more personality than everything surrounding it, or maybe that one small detail actually changes the psychology of the entire campaign. Much of my time is spent quiet and listening.

I notice what's missing, what's getting lost, what people are going to need, and what might make something feel specific instead of interchangeable.

i build and create

visual identities // publications // campaigns // illustrations // websites // environmental graphics // presentations // printed things // digital things

i also do

writing + editing // photography // information hierarchy // inclusive design // production // vendor coordination // "wait, what if...?"

some other things that reliably distract me

field guide + trail map design // tiny flowers // my family // archives of collections, both curated + not // handmade things // walking a lot // 1930-1960 children's + educational text book publication design + illustration // pastels // common weeds // an object's story // nice bandanas // kindness

Project contributions
Creative direction, brand identity, copywriting + messaging, custom illustration, collateral design + production, web design + development

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Mullica River Cottages came to me with an identity that no longer reflected the warmth and sense of place guests experienced during their stays.

I developed something easy to approach and centered around a special antique lantern found in the garden, connecting the warmth of the Cottages with the feeling of being dropped riverside into the New Jersey Pine Barrens. (This is a good thing, I promise.)

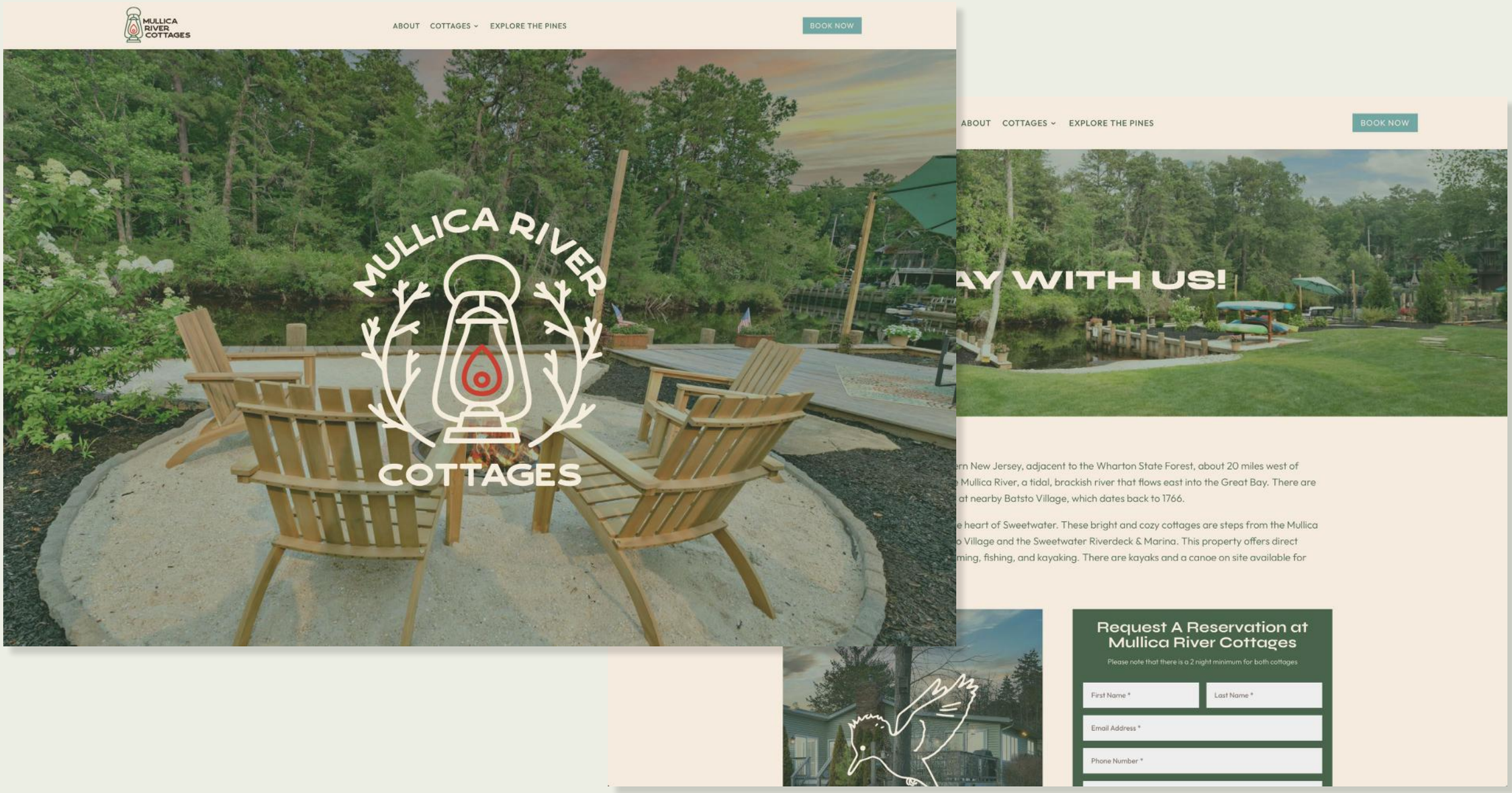
This was extended across a range of practical and promotional materials, including apparel, gift certificates, stickers, and postcards, as well as a set of custom icon illustrations inspired by the property and surrounding landscape.

I also designed and developed a responsive WordPress website that allows guests to explore the individual cottages, learn more about the area and some local spots, and to book their stays directly with the hosts.




VERSION 2
VINTAGE LANTERN & CEDAR SPRIGS
VERSION 3
SWEETBAY MAGNOLIA & LANTERN


Pitch Pine DESIGN
Mullica River Cottages
BRANDING PROPOSAL
CREATIVE DIRECTION
Brand Board
BRAND WORDS
Modern
Adventurous
Healing
Outdoorsy
Warm
LOGOS & BRANDMARKS
Secondary Logo
Brandmark
Primary Logo
MULLICA RIVER COTTAGES


MULLICA RIVER COTTAGES
ABOUT
COTTAGES
EXPLORE THE PINES
BOOK NOW
MULLICA RIVER
COTTAGES
AY WITH US!
rn New Jersey, adjacent to the Wharton State Forest, about 20 miles west of
Mullica River, a tidal, brackish river that flows east into the Great Bay. There are
at nearby Batsto Village, which dates back to 1766.
e heart of Sweetwater. These bright and cozy cottages are steps from the Mullica
Village and the Sweetwater Riverdeck & Marina. This property offers direct
ming, fishing, and kayaking. There are kayaks and a canoe on site available for
Request A Reservation at Mullica River Cottages
Please note that there is a 2 night minimum for both cottages
First Name *
Last Name *
Email Address *
Phone Number *

Mullica River Cottages / *Creative Director, Pitch Pine Design*









Project contributions
Art direction, editorial design, content organization, information hierarchy + print production

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Middle Township Public Schools needed a clear and engaging way to introduce incoming students and their families to the district's high school and its graduation requirements, academic opportunities, electives, and student life.

I directed and fully designed a thirty-two page student-centered publication that transformed a large amount of information into something approachable and easy to navigate.

Bold typography, energetic layouts, photography, and clear visual organization helped the guide feel useful and relevant to middle school students without reading like a traditional course manual.

Fun fact: Winner of the Special Interest Publication at the 2026 NJSPRA Communications Awards!



Project contributions
Creative direction, campaign development, messaging + copywriting, visual identity, bilingual collateral design + production

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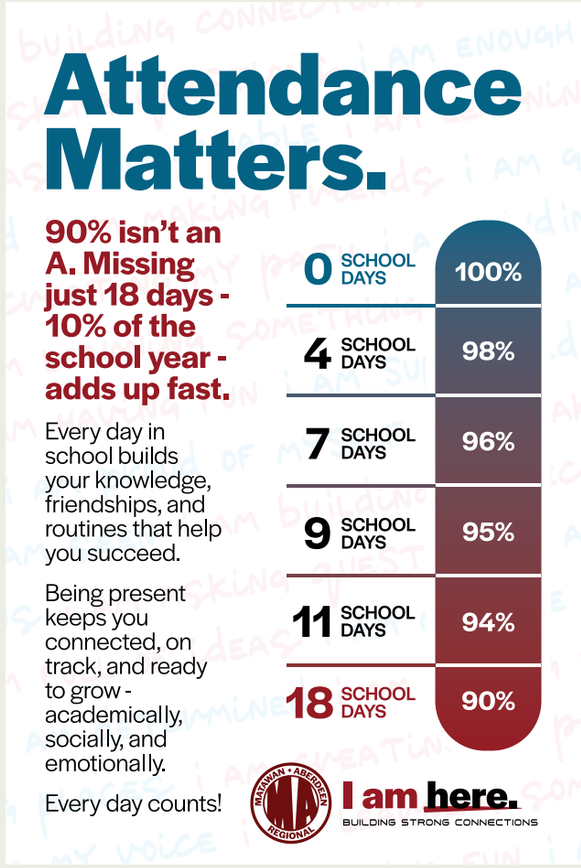
Matawan-Aberdeen Regional School District was looking for a way to reconnect with chronically absent students across all grade levels. I proposed a campaign centered on what students gain by being present.

I developed the campaign concept and title, *I am here.*, along with short affirmations that could resonate from elementary through high school: "I am proud of myself. I am asking questions. I am finding my voice. I am supported." These statements became a messaging system used throughout English and Spanish materials that reinforce belonging, confidence, and participation.

The resulting campaign gives the district a consistent way to talk about attendance that feels supportive instead of punitive.

Fun fact: Winner of the Attendance Campaign at the 2026 NJSPRA Communications Awards!







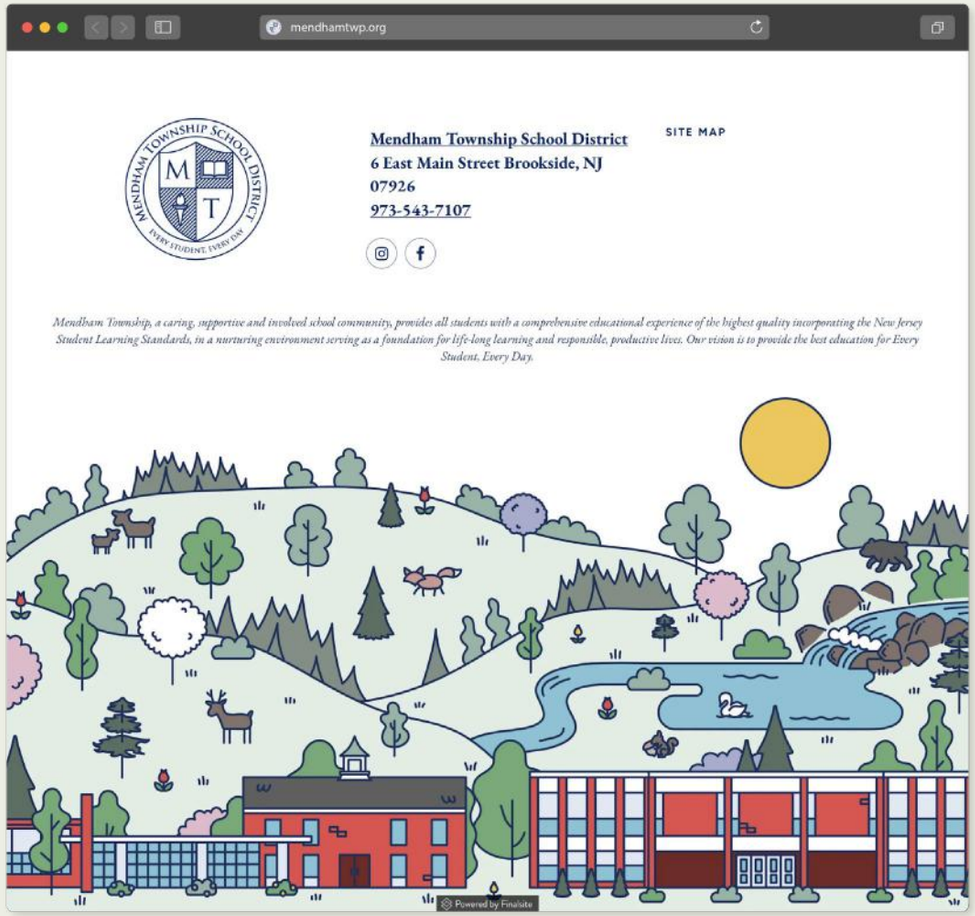


Project contributions
Creative direction, custom illustration, visual storytelling

Mendham Township School District had just launched a new website and wanted to add custom illustrations that felt welcoming, recognizable, and connected to the town.

Using a friendly style that could appeal to students and families without feeling overly juvenile, I developed an illustrated landscape incorporating the district's schools and surrounding community. The illustrations were designed to incorporate Mendham's blue and pair visually with the website design, featuring environmental details and other seasonal elements to be easily changed throughout the year.

This gives the district website a sense of place while keeping the experience fresh, approachable and dynamic from season to season.









Project contributions

Creative direction, content strategy, copywriting, illustration, information architecture, UX/UI design, WordPress development

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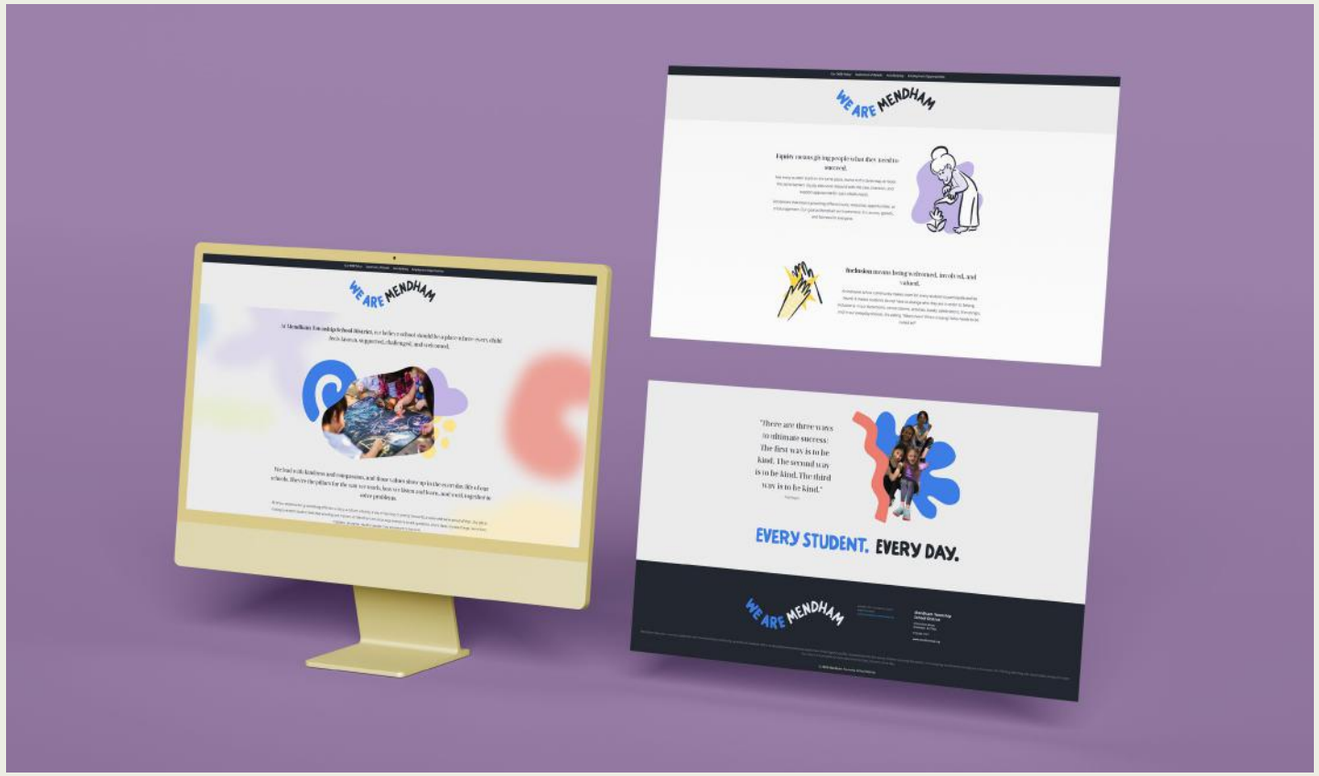
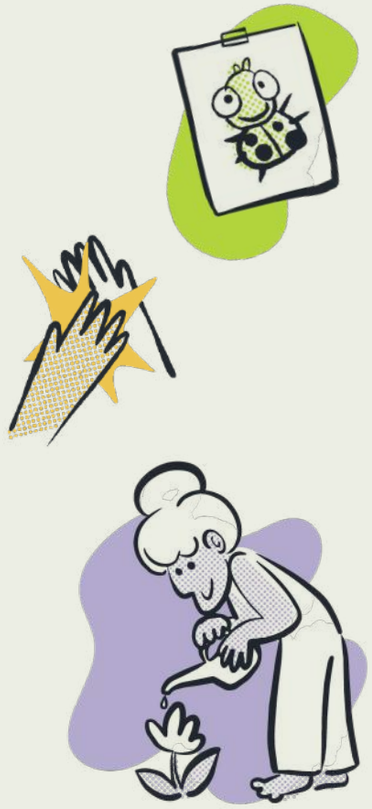
Mendham Township School District wanted a standalone website that would reflect its welcoming school community and communicate its commitment to diversity, equity, inclusion, and belonging in a way that felt approachable to students, families, staff, and prospective community members. The site also needed to provide a foundation that could grow alongside the district's evolving initiative and goals.

I developed the WordPress site from the ground up, shaping its content, visual direction, structure, illustrations, and user experience. Through plain language, student-centered imagery, and accessible navigation, I created a space that introduces the district's values without feeling branded or institutional and encourages visitors to see themselves as part of the Mendham community.











Project contributions
Creative direction, custom illustration, merchandise design, print production

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Eagle Hill Institute commissioned an illustration for its annually-held Natural History of Native Bees course in Steuben, Maine.

A woodcut-inspired design featuring native bumblebees and mountain laurel connected the art directly to both the subject of the course and its home base setting.

The illustration was developed to work across multiple applications and was ultimately reproduced on shirts and postcards. A second, slightly silly "I Brake for Bees!" design extended the project into something students and staff could carry with them after the course was over. Bumper stickers will always be cool.

Fun fact: If you ever see Noel Paul Stookey from Peter, Paul, and Mary driving around, you'll spot this on his truck!







Project contributions

Creative direction, brand system development + management, secondary logo design, collateral design, environmental graphics + print production

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Partnership Health Centers had an established logo but needed a broader visual system that could support its growing range of communications. I developed the brand around the existing mark, creating a flexible language that made the organization feel consistent and recognizable across patient-facing, internal, promotional, and event materials.

The system included typography, color use, graphic elements, messaging, and a secondary logo for use with different formats and audiences. I have since applied this system to an extensive range of materials, including informational toolkits, presentation and slide deck templates, signage, event displays, and other ongoing print and digital communications.



Project contributions
Creative direction, editorial design, art direction, photography + photo editing, custom illustration, typography, copy editing, vendor coordination + print production

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The VP of Fred Beans Automotive Group originally envisioned a quick-turnaround, collage-style chapbook commemorating the company president's 50th anniversary with his business. Working closely with LBC President Allyson Roberts, we proposed elevating the idea into a carefully designed coffee table book that could feel substantial enough to represent both his and the company's history.

Allyson and I worked in tandem; she handled interviews, writing, and processing archival material while I developed the visuals for each section of the book from concept through production. I established the creative direction and name, illustrated a 1975 and a 2025 Bronco, and directed and edited photography; the client sent me two gigantic boxes full of vintage merch, magazines, newspapers, and photos to document—why were Saturn promo materials so cool? I also refined copy, and researched and coordinated with printers and the company VP throughout production.

I worked directly with the publishing company and hand-delivered the finished books to the client. The result: A moment between father and daughter, and a party held by management at each store where the book was unveiled and celebrated. It successfully transformed decades of photographs, memories, milestones, and company history into one cohesive visual narrative for anyone to enjoy.








A Legacy in Motion
50 YEARS OF
Fred Beans
Lessons From the Farm
The Man Behind the Business
Co-Drivers: Company Leadership
Selling Across State Lines
Fred Beans Ford
BOYERTOWN
Fred's Heart Belongs with Ford
Fred Beans Ford
DOYLESTOWN
FRED BEANS
Fred Beans
AUTOMOTIVE GROUP
Parts Distribution Center
Dealerships of the Past That Shaped Our Present
Catering to the VW Customer
Fred Beans Volkswagen
Fred Beans AutoRewards
A Beans Customer For Life: AutoRewards Club
OUR BRAND IS SO MUCH MORE THAN JUST A GIVEAWAY, BUT FOR
YEARS, WE'VE HAD FUN SPREADING THE WORD THAT IT'S BETTER AT BEANS.
Ads Through the Years
Phone me.
IF YOU DON'T KNOW BEANS ABOUT FORDS...YOU SHOULD.
Fred Beans Ford has 3 very pleasant surprises.
Leaving a Legacy...
...By Sharing Wisdom
Leaving a Legacy
that will remain in motio
BEANS
Fred Beans
ACURA
MERCURY
LINCOLN

Project contributions
Creative direction, logo + visual identity design, custom illustration, typography + color, environmental graphics, collateral design + print production

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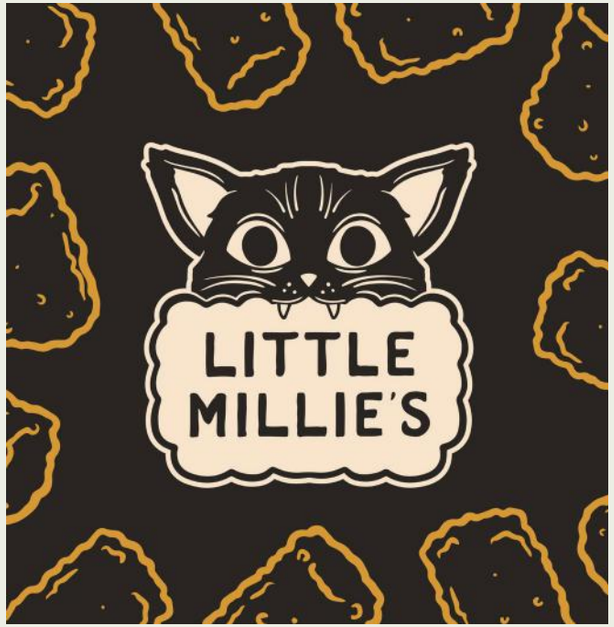
The client came to me with an investor, a food truck, and a clear vision: a tot spot inspired by the nostalgic late-night diners of his youth. From those conversations, I developed a full identity balancing the mischievous character of Millie, his soul cat, with a system designed to work across every part of a mobile food business.

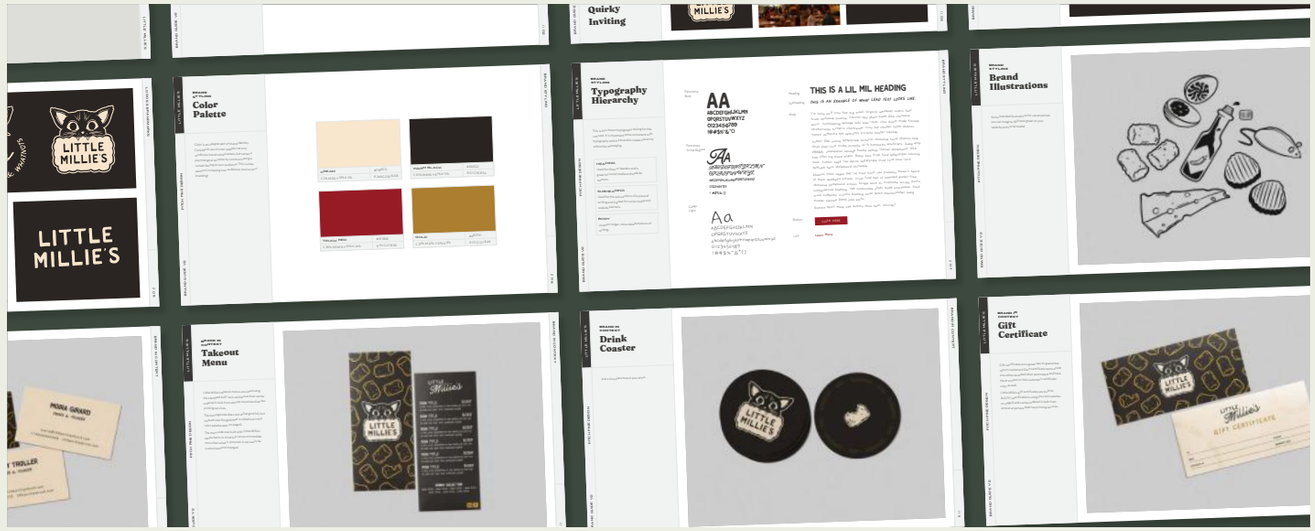
I created the logo family, mascot, custom illustrations, typography and color system, brand guide, menus, business cards, coasters, gift certificates, social graphics, and other collateral. Using photographs and measurements of the actual truck, I also created the environmental graphics templates used to produce and install individual vinyl graphics and gold foil across its exterior.

The identity feels familiar and handmade, like something that's always been there (but not in a weird way), giving Little Millie's a great presence on the streets of Durham, North Carolina.









Project contributions
Logo design, visual identity, typography + color, supporting graphics, collateral design + production

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The New Jersey Council of County Vocational-Technical Schools needed a simple identity that could bring consistency to its communications without creating a complicated system for staff to maintain.

I developed a streamlined set of foundational brand elements, including a logo, typography, colors, and supporting graphics. The identity was intentionally kept straightforward and adaptable, giving the organization a recognizable starting point that staff could apply, expand, and use as needed across their materials.



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