



Kristina Werner

We are so happy to have [Kristina Werner](#) for this month's exclusive interview. We asked a few questions to learn more about Kristina and to gain some great tips and advice on cardmaking.

1. What motivated you to start making cards and begin stamping?

I was hired at Stampin' Up! right out of college. I got a graphic design degree and was hired to design their catalog. After seeing all the fun products, I wanted to try it out myself!

2. You have been doing Youtube video for a long time, and have a lot of subscribers! Any tip on those who wants to start doing videos and generate traffic to their channel?

Do what you love and what you think is fun. Don't get caught up in the numbers.

3. It must be tricky to have a job and a hobby in the same industry. As a person who works and has a hobby in the crafting world, how do you balance those and keep finding a creative mojo to go on?

I thrive on "challenges" so I view everything as a challenge. I assign myself products to work with and then come up with ideas for those products. It also helps to constantly be looking for inspiration.

4. Do you have a specific style that you are comfortable with or like to stick to?

I generally like clean, simple, and colorful. However, sometime I love soft, muted colors, too.

5. Can you share a favorite card you made previously using Altenew products?



<http://www.kwernerdesign.com/blog/?p=12122>

6. Can you please share specific, practical tips for beginning or advanced card makers (i.e. interesting ways to use crafting products or re-use existing sets, etc.)?

When I'm looking for new ways to use a stamp, I like to do a google image search on that type of image. For example, for a rocket ship stamp set, I'll search for "rocket ship kids art" or something like that. Then I see lots of different ways kids draw rocket ships. And usually something like that spurs other unique ideas.