



Christine Watson

Graphic Designer

Multi-talented graphic designer who focuses on taking designs from concept to completion. With a quest for knowledge and a determination to learn from all experiences, I pride myself on being a subject matter expert for internal and cross-teams. I'm passionate about becoming a brand ambassador for every project I face, creating graphics across websites, digital marketing, email, print, and much more.

Contact

206.992.3006

christychristine@gmail.com

christychristine.com

Skillssets

Front-End Web Design, Design Systems, UX Design, WCAG Accessibility, Front-End Development, Digital Advertising, Email Marketing, Project Management, Visual Identity, Print Design, Typography, and Color Theory.

Toolkit

PC and MacOS, Adobe Photoshop, Illustrator, XD, InDesign, Dreamweaver, Figma, HTML, CSS, Miro, Microsoft Office Suite, PowerPoint, Jira, Sharepoint, Confluence, Salesforce, and more.

Education

The Art Institute of Seattle

Bachelor of Fine Arts with Honors in Graphic Design
03/2008

Willamette University

Bachelor of Arts Cum Laude in Religious Studies, minor in Art Studio
05/2002

Work Experience

Freelance Designer, Owner | christychristine Designs | Remote 03/2011 – Present

Ventana Construction | Website Design & SEO

03/2011 – Present

- Built and maintain a fully responsive website on Bootstrap.
- Created WordPress blog and social media presence to expand community outreach.
- SEO content to boost website traffic, producing consistent first page results on Google.

International Youth Foundation | Event Materials & Brochures

11/2014 – 11/2019

- Created printed materials for yearly global leadership events. Deliverables included participant profile book, event workbook, and daily agendas.
- Additional materials: event logos, t-shirt design, name-tag templates, PowerPoint templates, email banners, social media ads, infographics, and photo correction.

Luther Memorial Lutheran Church | Identity & Website

04/2011- 05/2014

- Created visual identity for church and event logos.
- Website maintenance and migration to WordPress to simplify weekly uploads.

Lead Digital Designer | Ansira (Formerly Sincro, CDK Global) | Remote

09/2019 – 03/2024

- Worked with engineering teams to build scaled designs, shortening time to market by 60%, and improve efficiency of websites.
- Regular contributor on UX Design team, focusing on design systems and internal tool enhancements.
- Mentor for designers, cross-team subject matter expert for website product.

Web Designer II, Web Designer I | CDK Global (Formerly ADP Cobalt) | On-Site & Hybrid

03/2014 – 09/2019

- Led design team project to update 90+ designs to follow AA WCAG Accessibility guidelines.
- Built website templates for automotive brands, as well as general themed templates for multibrand usage.
- Digital marketing builds and templates. Materials included IAB standard banners, email marketing campaigns, social media, and landing pages. Campaigns focused on automotive sales and service campaigns.

ADP Cobalt | Web Content Specialist | On-Site

03/2011 – 03/2014

- Website maintenance for automotive industry websites, consistently achieving 150%+ productivity goals.
- Internal team liaison and phone support for questions and issues with websites.