



Christine Watson

Graphic Designer

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christychristine.com

Multi-talented Graphic Designer who focuses on taking designs from concept to completion. Designs with a quest for knowledge, flexing creative problem solving skills, a determination to learn from all experiences, and being a collaborative member of a team. Passionate about client success, engaging graphics, brand consistency for every project, and telling stories across websites, digital marketing, email, print, and more.

Skillsets

Front-End Web Design, Print Design, Brochure Design, Digital Advertising, Landing Pages, Email Marketing, Project Management, Visual Identity and Branding, Copywriting and Documentation, Packaging Design, Typography, WCAG Accessibility, and Color Theory.

Work Experience

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

- Freelance design company that includes website design, website updates, print collateral, and brand identity.
- Clients have included: Building contractors, Churches, Real Estate buildings, Non-Profit Organizations, and Financial Institutions.

Website Design & SEO Ventana Construction

- 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.

Event Materials & Brochures International Youth Foundation

- Created printed materials and additional creative for yearly global leadership events.
- Deliverables included participant profile book, 80+ page 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.

Identity & Website Luther Memorial Lutheran Church

- 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 internal marketing team to create email templates, landing pages, forms and build company website.
- Worked with engineering and cross-functional teams to build scaled designs, shortening time to market by 60%, and improve efficiency of websites.
- Regular contributor on UX Design team, focusing on usability tests, design systems, and SaaS tool enhancements.
- Worked as Art Director for automotive clients, giving creative direction to junior designers for quality assurance.
- Mentor for junior designers, created process documents and presented new concepts for increased productivity quarterly.
- Cross-team subject matter expert for website product, presenting product enhancements to sales and customer service teams.

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 using automotive brand guidelines, as well as themed templates for multibrand usage.
- Art Director for high-profile clients, creating overall strategy, website assets, advertising templates for clients.
- Digital marketing builds and templates that focused on automotive sales and service campaigns.
- Materials included IAB standard advertising banners, email marketing campaigns, social media, and landing pages.

Web Content Specialist ADP Cobalt, 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.

Toolkit

PC and MacOS, Adobe Creative Suite, Photoshop, Illustrator, XD, InDesign, Figma, Acrobat, HTML, CSS, Javascript, CMS file management, Personalization, WordPress, Email Service Providers, Microsoft Office Suite, Outlook, PowerPoint, Jira, SharePoint, Confluence, Salesforce, and more.

Education

The Art Institute of Seattle

Bachelor of Fine Arts with Honors in Graphic Design

Willamette University

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