




## CONTACT

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## PROFICIENCIES

Adobe CC *Illustrator* · *Photoshop* · *InDesign*

Microsoft Office *Word* · *Excel*

Basic knowledge of *HTML* · *CSS* · *Wordpress*

Mac + PC platforms

## ACKNOWLEDGEMENTS

· graduated Cum Laude

· Dean's List

· graphic design work chosen for student exhibition at Wayne State

# CHRISTI SMITH

GRAPHIC DESIGNER

## PROFILE

I am looking to acquire a graphic design position in a creative environment. I desire to become a valuable, hardworking member of a design team + to continue striving to deliver the most effective design solutions at the highest of standards. I believe functional design should be both visually + emotionally stimulating. I believe exceptional design speaks to people and makes for an elevated visual experience in an ordinary world. I am a great communicator + pay meticulous attention to detail. I am extremely self-motivated + can also easily work as a team member.

## EXPERIENCE

### 2012 - PRESENT

#### WESTBORN MARKET | GRAPHIC DESIGNER

- design, manage + implement day-to-day marketing materials including in-store signage for the four Westborn Market locations
- layout + produce direct mail promotional advertisements meeting strict press deadlines
- create + manage all print + digital assets for upcoming promotions
- maintain quality + consistency while managing multiple projects in a fast paced environment
- design packaging of multiple private label items
- collaborate with printing vendors to proof + approve projects + coordinate signage installation, vehicle graphics + other print media
- write content for promotional materials + weekly e-newsletter
- perform inventory + order marketing materials such as product labels + promotional items
- serve as brand ambassador by ensuring all signage, store materials + digital elements align with brand guidelines
- design digital assets + update website using Wordpress + basic HTML
- work closely with social media manager to develop content + photo captions
- organize + coordinate events such as market workshops, food festivals, Santa visit + more

### 2010 - PRESENT

#### FREELANCE GRAPHIC DESIGNER

- assessing client's needs + translating them into design that communicates accordingly
- simultaneously working on multiple projects
- design of logos, business cards, wedding packages, menus + more
- print + assemble invitations + projects

### 2007 - 2012

#### CHILI'S GRILL & BAR | SERVER

### 2005 - 2010

#### ENGLISH GARDENS FLORIST | FLORAL ASSOCIATE

## EDUCATION

**WAYNE STATE UNIVERSITY** Detroit, MI | GPA 3.7

2010 | Bachelor of Fine Arts Degree with a concentration in Graphic Design