

# Christine Kowalski

Passionate about design and am always looking for new things to do and learn. Challenging myself to grow as a designer. As a result, I have a wide variety of skills and experience.

## Education

University of Akron  
Bachelors of Fine Arts,  
Graphic Design  
Minor, Computer Imaging

## Profile

Extensive experience in Graphic Design, Print Production, Prepress, Packaging, Brand Concept, Photo retouching, Account Management, Online and Digital Marketing, Social Media and Client and vendor services.

## Skills

Adobe Photoshop | Adobe Illustrator  
Adobe InDesign | Adobe Acrobat  
HTML5 | CSS | Wordpress | SEO  
Microsoft Word | Excel | Powerpoint

christinekowalski.com  
christinekowalski25@gmail.com  
1001 Broadrock Court | Parma, Ohio 44134  
216.990.3808

## Experience

### Southern Graphic Systems (12-12 / 02-19)

Production Artist | Print Production, Packaging

Ensured brand specifications are met on packaging artwork and align to overall strategy across product lines.

Design and definition of corporate branding, brand identity use guidelines. Preflight and proofing artwork for prepress. Maintained integrity of creative concept for different packaging dimensions.

Prepared production art files and setup sheets as requested by Sales and Project Managers. Produced artwork and mechanicals for packaging, store displays on large format printers.

### Brandmuscle, Inc. (05-03 / 05-12)

Sr Graphic Production Artist | Online Marketing, Print Production, HTML

Created and tested customizable ad templates for Fortune 100 and 500 companies in a proprietary layout tool while adhering to strict deadlines in a fast-paced environment.

Design and definition of corporate branding, brand identity use guidelines.

Production of page layout and design of static and customized (variable data) POD marketing materials; sales brochures, postcards, sell sheets, catalogs, die-cut folders and labels, business cards, stationery, annual reports, invitations.

Provided all new variable-content functionality development in a liaison role between customer, creative agency, software development, and account management to solidify, clarify, and document custom functionality throughout implementation and post-implementation.

Initiated new functionality requiring technical proficiency and programming knowledge; use of databases and SQL to produce multi-functioning templates. Performed all phases of template development, use as digital assets in the deployment of online variable-content e-commerce or print marketing materials.

### Freelance Marketing (02-18 / Present)

Online Retail, Marketing, Product Photographer, Appraisal, Shipment Packaging

Handles all product shipment packaging and researches shipping rates to provide each customer with the most reliable and economic method of shipment.

Maintains a perfect customer satisfactory rating of 100% through sales by responding to inquiries within 1 day, shipping within promised processing times, and assuming complete liability of each item until its confirmed delivery.

Researches items in the field, and negotiates the best deal possible by taking into consideration estimated wholesale value, retail market value, possible artistic and historic value, as well as item condition.

Taking professional product photos to greatly enhance product appeal, resulting in sale prices substantially above market value.

Increased sales consistency by identifying and sourcing in-trend items and carrying out weekly contact inventory sweeps.

Handles damage and loss claims directly with couriers and independent shipment insurers such as FedEx, USPS, uShip, and U-PIC for the customer, sending affidavits, and administering refunds.

### Freelance Graphic Design (07-01 / Present)

(03/19) Thurlow, Wine Label; (5/08 -5/10) Cleveland Reads, Brochure, Pamphlet, Bookmark Design (3/08 -4/08) Chili's/On The Border, Convention Banner Design (8/02 -5/03) American Red Cross, Summit County, Brochure, Annual Report design (7/02 -5/03) Klich, Wedding invitation design (7/02 -8/02) Richea, Wedding invitation design (7/01 -11/01) Gallo Design, Logo Design

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