

# Christina Hanson

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Creative graphic designer with over 8 years of experience in developing compelling visual content for branding, web design, social media, print media, and more. Known for delivering innovative design solutions and is a strong collaborator with a keen eye for detail.

## EXPERIENCE

### Graphic Designer, HOIST Fitness — San Diego, CA

2021 - PRESENT

- Sole designer, and direct creator of all marketing materials for the company. Materials included; design and concepts for print, web, and interactive material such as ads, brochures, catalogs, posters, packaging, PowerPoint/Flash presentations, signage, etc.
- Collaborated closely with the Sales Team to deliver tailor-made assets, including custom mockups, recolored product photos, compelling advertisements, captivating brochures, and seamless website updates, ensuring alignment with brand vision and leaving them with the best tool for success with clients.

### Marketing Associate, Mind & Mill — Riverside, CA

2020 - 2021

- Launched branding initiatives encompassing advertising, motion graphics, website design, and UI/UX development, showcasing a versatile skill set and a keen eye for detail.
- Contributed as a pivotal member across multiple teams, including design, animation, and website development, collaborating efficiently to achieve project objectives.
- Played a crucial role in the company's rebranding, demonstrating strategic vision and creativity to revitalize brand identity.
- Mind & Mill portfolio available upon request.

### Graphic Design Intern, Florence University of Art — Florence, Italy

2018 - 2019

- Led a team of designers while we created the university's semi-annual magazine and our weekly newsletters.
- Logo design, photography, advertising, and digital work for the college.

### Lead Instructor, ID Tech — San Diego, CA

2017 - 2019

- Managed instructor team, ensuring smooth class operations and impactful educational experiences, while also instructing.
- Mentored students in technology, fostering skills in game design, Adobe Software, photography, and programming, instilling a passion for STEM.

## SKILLS

Adobe Creative Suite  
Figma  
Google Suite  
Microsoft Office Suite  
Great Communication Skills  
Strategy  
Typography  
Motion Graphics  
UI/UX  
Team Player

## EDUCATION

California Baptist University  
- Riverside, CA  
Bachelors of Arts in Graphic Design with a Concentration in Visual Experience Design

Florence University of Art -  
Florence, Italy  
Study Abroad