

Christina Hanson

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Experience

December 2021 - Present

HOIST Fitness, San Diego, CA - *Graphic Designer*

- Create and design all marketing materials for the company under the supervision of the Marketing Manager.
- Provide design and concepts for print, web, and interactive material such as ads, brochures, catalogs, posters, packaging, PowerPoint/Flash presentations, signage, etc.
- Successfully orchestrated the seamless transition of all creative, photo, and video assets, achieving an impressive 100% in-house integration, resulting in enhanced efficiency, cost-effectiveness, and creative control.
- 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.

August 2020 - December 2021

Mind & Mill, Riverside, CA - *Marketing Associate*

- Launched end-to-end 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, fostering collaboration and synergy to achieve project objectives
- Engaged in client communication, ensuring satisfaction by exceeding expectations and delivering comprehensive solutions tailored to their needs, thus enhancing client relationships and loyalty.
- I played a crucial role in the company's rebranding, demonstrating strategic vision and creativity to revitalize brand identity, alongside adeptly preparing compelling proposal packages. This included starting the company onto branded GIFs , ensuring a whole new audience across various social media platforms.
- ** DUE TO CONTRACT MIND & MILL PORTFOLIO IS NOT FEATURED ON WEBSITE AND IS AVAILABLE UPON REQUEST/INTERVIEW**

September 2018 - December 2019

Florence University of Art, Florence, Italy - *Graphic Design Intern*

- Logo design, photography, and digital work for the college. I led a team of designers while we created the university's semi-annual magazine and our weekly newsletters. I also worked on advertising for events and recruitments.

May 2017 - August 2019

ID Tech, San Diego, CA - *Lead Instructor*

- Mentored children and teens in technology, fostering skills in game design, Adobe software, photography, and programming, instilling a passion for STEM.
- Ensured student safety and facilitated a dynamic learning environment conducive to exploration and growth in STEM.
- Managed instructor team, ensuring smooth class operations and impactful educational experiences, while also instructing.

September 2018 - April 2019

California Baptist University, Riverside, CA - *Graphic Designer*

- Spearheaded design projects for the college, including logo creation, photography, and catalog development, showcasing a keen eye for aesthetic and branding excellence.
- Created advertisements to promote college events and recruitment initiatives, leveraging creativity and strategic messaging to enhance visibility and engagement within the college community

December 2017 - June 2018

Kleptonaut the Game, Santa Cruz, CA - *Lead Graphic Designer/Lead Conceptual Designer*

- Led as the principal graphic designer and conceptual artist for the student made video game "Kleptonaut," demonstrating exceptional creativity and vision in bringing the game's concept to life.
- Gained industry recognition by securing the grand prize for the best overall game at UC Santa Cruz's prestigious "Sammy Showcase," showcasing exemplary leadership and collaboration skills in delivering an award-winning gaming experience.

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

Mount San Jacinto College, Menifee, CA

General Studies

Awards

June 2018

Best Overall Game - *Kleptonaut the Game*

- The University of California Santa Cruz hosts an annual video game competition for students. I was asked to join a team of students as the Lead Conceptual Artist and Graphic designer. We won first place, Best Overall Game

Skills

Adobe Creative Suite

Figma

Google Suite

Microsoft Office Suite

Great Communication Skills

Strategy

Typography

Team Player