

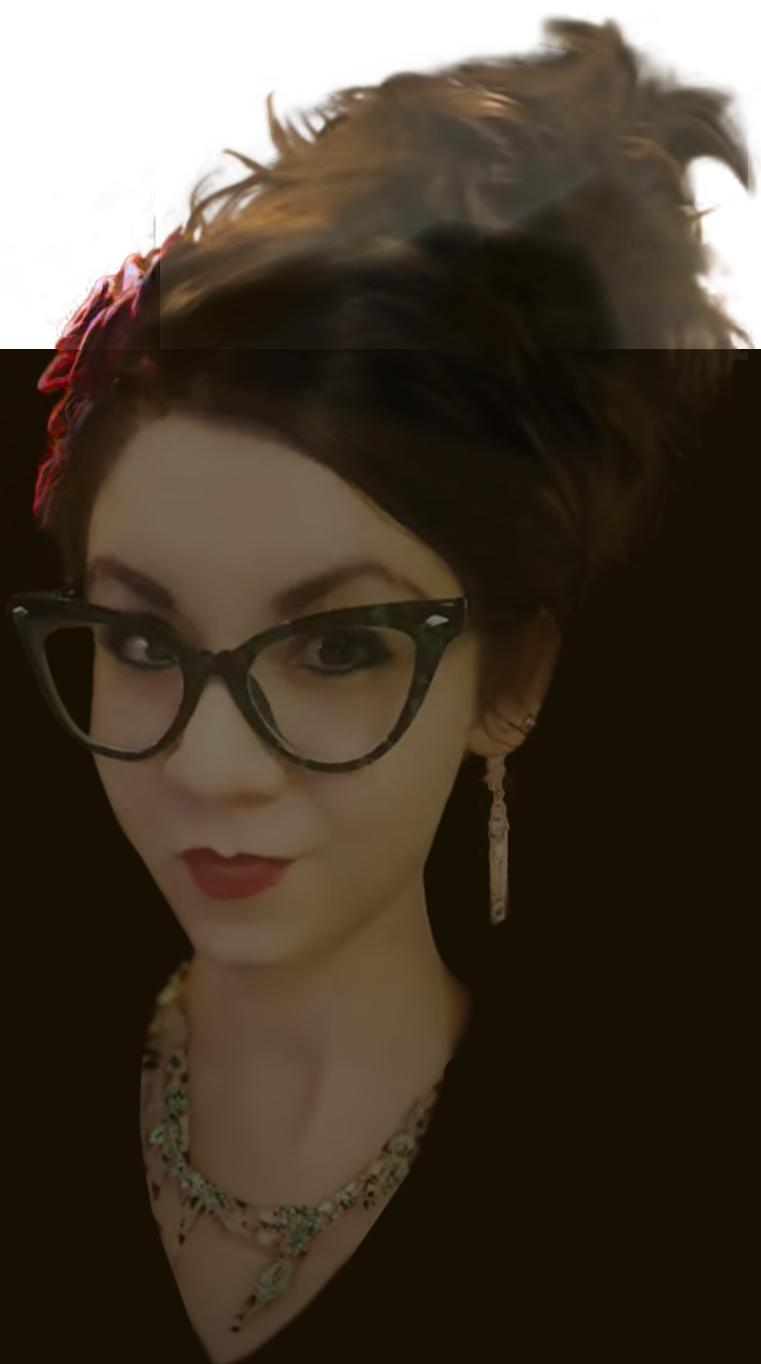
CHRISTEN RHOADARMER

Senior Designer + Art Director

With 14 years of diverse experiences, I specialize in visualizing **brand identities**, crafting impactful **print and digital content** for **multi-channel campaigns**, and creating **human-centered web designs** that captivate, resonate, and inspire.

GRAPHIC DESIGN
ART DIRECTION
BRAND IDENTITY

PORTFOLIO



SHOP LOCAL CAMPAIGN

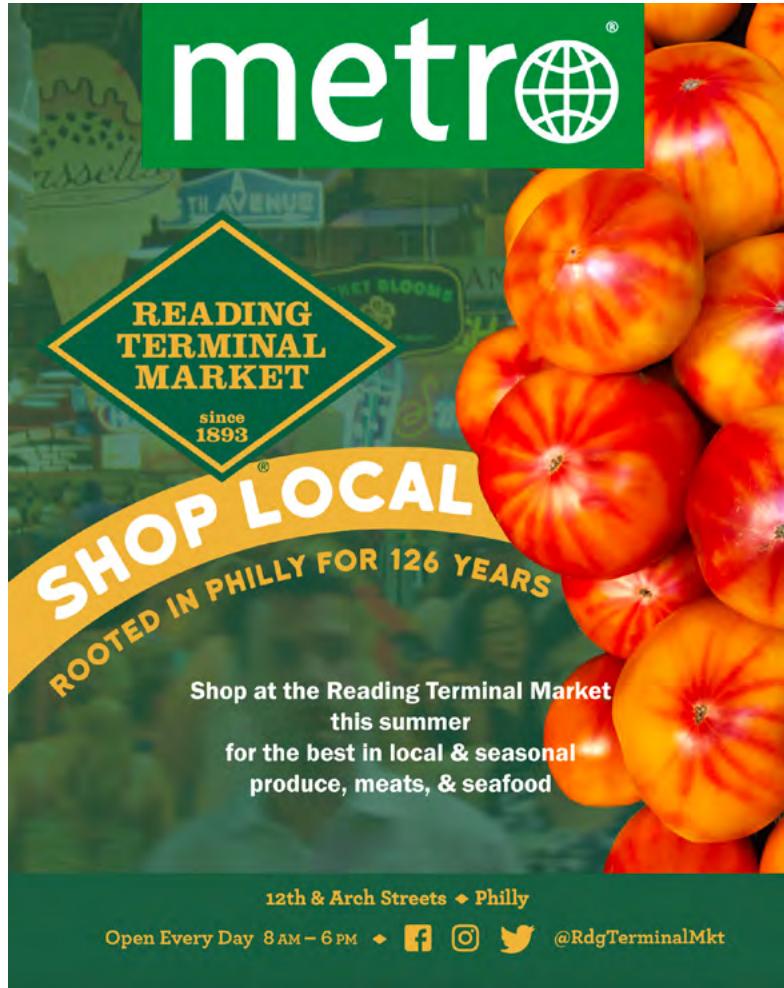
READING TERMINAL MARKET

Often seen as just a tourist destination, The Market aimed to re-establish itself as the premiere grocery destination for locals. This would allow the non-profit to go back to its roots and better serve the community by realigning with their mission to "provide fresh foods to the people of Philadelphia and curate an environment that celebrates the diversity" of its citizens by fostering interaction through the universal commonality of food.

The **Shop Local campaign** focused on potential shoppers who lived and/or worked within a 16 mile radius of The Market.

Advertisements were placed along targeted routes of public transportation **bus shelters** and **subway stations** reminding locals that The Market was "just one ride away." **Direct mailers** with bold colors, seasonal recipes, ingredient shopping lists, and insider tips were sent to households within the radius. **Ads in local publications** noted the free grocery delivery service. Quarterly **wraps on The Metro** and **banners lining Market Street**—a main thoroughfare located just one block from the building—urged Philadelphians to "Shop Local."

I was the Art Director & Graphic Designer of this project, responsible for the development of concept, written copy, photography, design and implementation of each piece into their respective advertising channel.



WEBSITE DESIGN

BUCCINI POLLIN GROUP OF RENTAL PROPERTIES

I was responsible for the branding, layout, UX/UI, and high-fidelity prototyping of this website which is designed to be used as a template for each of the rental properties in BPG's portfolio.

The design system is made to be easily interchangeable in order to best serve the unique needs of each property's brand.

[View Prototype](#)

welcome home

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

[VIEW APPLICATION
REQUIREMENTS](#)

The homepage features a large image of a multi-story brick apartment building at night. A circular logo with the text "HUMBLE PARK PLACE" is overlaid. Below the image, the text "downtown wilmington apartments" is displayed. At the bottom, there is a call-to-action section with the text "live boldly. stay humble." and two buttons: "SCHEDULE A TOUR" and "APPLY NOW".

A section titled "on-site shuttle service" featuring a photograph of a modern interior space with a pool table and a chandelier. Below the image is a "SCHEDULE A TOUR" button.

A section titled "NEIGHBORHOOD" featuring a photograph of a city street with buildings and trees. Below the image are buttons for "VIEW FLOOR PLANS", "SCHEDULE A TOUR", and "CONTACT US".

A section titled "FLOOR PLANS" featuring a photograph of a modern apartment interior. Below the image are buttons for "STUDIO", "1 BEDROOM", and "2 BEDROOM".

A section titled "AMENITIES" featuring a photograph of a swimming pool and surrounding greenery. Below the image are buttons for "VIEW FLOOR PLAN", "SCHEDULE A TOUR", and "CONTACT US".

A section titled "residency has its perks" featuring a photograph of a city street. Below the image is a paragraph of text and a "SCHEDULE A TOUR" button.

A section titled "play where you live" featuring a photograph of a city street. Below the image is a paragraph of text and a "SCHEDULE A TOUR" button.

A section titled "interested in moving in?" featuring a photograph of the apartment building. Below the image are buttons for "CHECK OUT YOUR NEW FLOOR PLAN", "APPLY NOW", and "VIEW APPLICATION REQUIREMENTS". At the bottom, there is contact information for "HUMBLE PARK PLACE" and "RESIDE BPG".

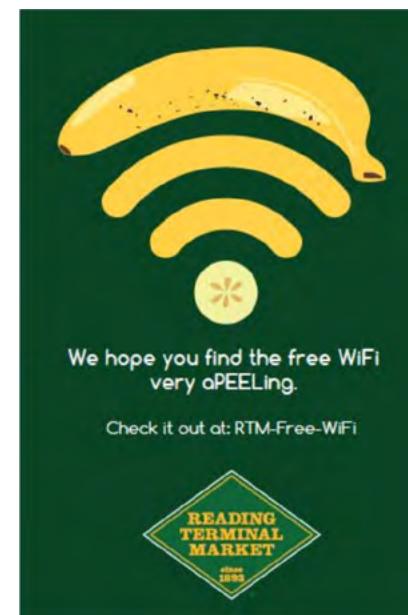
YO, YA CAN'T BEET FREE WiFi

READING TERMINAL MARKET AD CAMPAIGN

Located in the heart of Philadelphia, the 129-year-old Reading Terminal is the nation's largest fresh food market. It's the most visited destination in Philadelphia—surpassing even the Liberty Bell's total number of guests per year. The Market wanted to advertise that now—alongside their vast offerings of local, seasonal foods—they now were able to provide guests with free internet access during the duration of their visits.

This campaign marked the beginning of Reading Terminal's (fashionably late) entrance into the marketing technologies of the 21st century. Access to WiFi within the building opened the doors to previously untapped possibilities. We could now connect guests to online resources that elevated and enhanced their shopping trips, transforming them into an experience that is unique to only Reading Terminal Market.

I was the Art Director of this campaign and the ones that were able to follow it. I conceptualized the campaign, wrote the corny copy, illustrated the fresh WiFi graphics, and used those assets to design posters, banners, stickers, and table tents to inform guest's of their newly available, connected shopping experience.



WEBSITE DESIGN

NEIGHBORS CREDIT UNION

I was responsible for the UX/UI, layout, & high-fidelity prototype design of Neighbors Credit Union's new website.

Their old site was cluttered and difficult to navigate. They wanted to simplify the content and architecture of their site, appeal to a younger audience, and highlight their mission of "always being a good neighbor."

[View Prototype](#)

A friendlier way to bank

Neighbors Credit Union is a not-for-profit, full service financial institution where every member has a voice in how our credit union works, and how each of us is served. Here we have a simple purpose: to make the financial lives of our members easier and less expensive. We help you weed out high fees and keep more of your green with better rates and fewer fees. Because that's what being Neighbors is all about.

Open an Account Apply For a Loan

Dream Loans For Dream Homes

Home Loans

The Neighbors Team is here for you with great home loan rates, expert advice and personalized, friendly service throughout the entire home loan process. We'll be with you from application to closing and beyond- it's just what you expect from a great Neighbor! Contact us today to discuss the loan that's right for you.

Learn More Apply Now

Expect high returns on smiles

Business Loans

Whatever your needs are, Neighbors offers tailored financing to help you meet them with low business loan rates. We offer a range of business loans and lines of credit, all with low fees, great rates, flexible terms and no pre-payment penalties.

Our selection of business loans includes:

- Commercial real estate loans
- Residential real estate loans
- Construction loans
- Term loans
- Business line-of-credit loans
- And more

Learn More Apply Now

Low Fees & Great Rates

because you have more important things to worry about

You always have a neighbor close by

Auto Loans

Whether you live that new car smell or prefer a more vintage feel, turn to your Neighbors for the auto loan that fits you. If you're looking to purchase a new or used car, truck or van, or to refinance the current set of wheels, it's nice to know your Neighbors will work to get you to the best possible financing solution with great rates, fewer fees, and convenient ways to pay. It's just the way we're driven.

Learn More Apply Now Loan Calculator

Great Rates

for you on the road with ease

Dream Loans For Dream Homes

Home Loans

If you're ready to renovate, downsize, or are a first-time home buyer, financing your dream house is easy with your Neighbors. There are several benefits and services including:

- Up to 100% financing (details below)
- FHA and VA loans available
- 100% virtual mortgage loan process available
- Consultation from a loan officer throughout the entire process
- Portfolio lending to help those with more challenging situations

Learn More Apply Now

Purchasing a Home

If you are ready to relocate, downsize, or are a first-time home buyer, financing your dream house is easy with your Neighbors. There are several benefits and services including:

- Up to 100% financing (details below)
- FHA and VA loans available
- 100% virtual mortgage loan process available
- Consultation from a loan officer throughout the entire process
- Portfolio lending to help those with more challenging situations

Learn More Apply Now

Refinancing Your Home

Looking to refinance? Neighbors can help! Refinancing your home can help reduce your interest rate, eliminate PMI, or get cash out to consolidate debt. Give us a call today!

Let's Talk

100% Financing

It's never been easier to get in the home of your dreams than with 100% financing. Add your helping hand and get 100% financing available to owner-occupants! Learn more about 100% financing and how it can benefit you.

This financing option requires \$3000 minimum out-of-pocket expenses (neighbors, down payment or earnest, plus true monthly principal, interest, taxes, insurance, and escrow). Certain loans, reserves, GPM funds and non-owner occupant co-borrowers are excluded. Sound interesting to you?

Learn More Apply Now

Read the Fine Print

Home Equity Loans

Home improvements, bill consolidation, your child's education, your dream vacation— no matter what your big idea is, Neighbors Credit Union has a solution for you. A low-interest home equity loan.

All Neighbors, we offer fixed and variable rate home equity loans to fit the unique needs and lives of our St. Louis community members, all in a friendly, smaller environment that rewards you of a home itself. Neighbors ensures its members receive the lowest available home equity loan rates with terms that best fit their situation. We are a non-profit cooperative, which gives us the freedom to do what's right for you.

Home Equity Line Of Credit (HELOC)

With a Home Equity Line of Credit (HELOC), you can access the equity in your home up to 95% of your equity depending on credit worthiness and the value of your home. This type of loan is ideal for you if you plan on accessing your funds for varying amounts at varying times. You can use the funds for anything you'd like after interest period.

- No sudden jumps in monthly payments - rate adjusts once a year after intro period.
- Fast pre-approvals and fast turnaround time.
- Flexible product options available.

Learn More Apply Now

Home Equity Closed End

With a Home Equity Closed End loan, you can apply for a specific one-time advance up to 95% of your equity depending on credit worthiness and the value of your home. This type of loan is ideal for you if you plan on accessing your funds for varying amounts at varying times. You can use the funds for anything you'd like after interest period.

- Low rates on our fixed Home Equity loan with no closing costs.
- No appraisal or balance transfer fees.
- No sudden jumps in monthly payments.
- Fast pre-approvals and fast turnaround time.

Learn More Apply Now

Ways to Apply

- Online
- Mobile App
- Call Us
- Visit A Branch

We're more than just a credit union- we're your neighbors

Discover a friendlier way to bank

Apply For a Loan

Locations About Us Get Started Loans Specials

Contact Us Resources Online Banking Personal Accounts Business Accounts Careers

Branch Locations ATM Locations Debit Locations Fraud & Security Center Disbursements & Forms

Rating A2B102021

Great Rates

Great for you on the road with ease

Great Credit Union Facebook Twitter LinkedIn YouTube Instagram Neighbors Credit Union

PRODUCT PAGE DESIGN

CONTINENTAL BATTERY SYSTEMS

I was responsible for the layout, design, & UX/UI of this product page. Each section is designed to have the information easily switched out to provide the unique specs for each skew.

This template will be used to make pages for each of the hundreds of batteries that Continental has to offer to their customers.

[View Prototype](#)



Pasco of Annapolis 800-442-0081 Search

[Products](#) [Order Online](#) [Find a Location](#) [Resources](#) [About Us](#) [Contact Us](#)

[Find a Battery](#) [Find a Location](#) [Order Online](#)

24HD
By Continental Batteries

24HD
Automotive

[Get Quote](#) [Check Stock](#)

Product ID Information

Item	24HD	CB Item	105
Brand	Continental Batteries	BCI Group	24HD

Power Specifications

Dimensions

Cross Reference

Search for a cross reference

Automotive Batteries

Automotive batteries are designed to power the starter motor, lights and accessories in your vehicle. Our automotive batteries are made from high-quality materials and come in a complete range of sizes and specifications. Find the best one for your car today.

Continental Battery Systems' team of more than 250 distribution centers and 35,000 retailers across the country carry a wide variety of automotive batteries designed to keep our customers on the road.

Featured Batteries

Continental Batteries keep you powered up and ready to go whether you're on the road, the golf course or the water. Our wide selection of batteries reflects Continental Battery Systems' status as The Single Source Solution for all your battery needs. As industry leaders, we stand behind the quality and reliability of our batteries.

26G-12V PowerSport **78AGM Automotive** **2GC-1275 Marine**

The Role of Batteries in Commercial Truck Safety
Commercial truck drivers spend a lot of time on the road, and that means they need heavy-duty batteries with the right specs to get from point A to point B to point C, and so on. But it's more than just making it to the next delivery stop with all of the cargo intact — drivers need to be able to rely on their trucks to keep them safe.

[Read More](#)

Golf Cart Batteries: 3 Signs It's Time for a Replacement (and How to Do it Yourself)
Warm weather means golf carts are on the move once again. Whether you're hitting the links or tooling around the neighborhood, there's something freeing about gliding through the fresh spring air after a long winter indoor. But what happens when that first turn of the key is met with silence, or your smooth ride suddenly feels sluggish?

[Read More](#)

Find A Continental Location

AI CONCIERGE CAMPAIGN

TRUIST BANK

Trudee is your AI concierge for Ask Truist- a digital SMS program designed for Truist Bank's corporate offices. The AI-based program was created to make the daily life of the employees and visitors easier. It can provide answers on where to park, help you book a conference room for a meeting, streamline the process of ordering coffee or lunch, provide you a map of the building, and generally help with daily tasks. I designed the Trudee character to be the face of Ask Truist and give the program a more human, personal feel. The efforts to introduce Ask Truist and Trudee to the Truist Bank team included a robust multi-channel campaign.

I was the Creative Director on this project and was responsible for character creation and illustration, copy writing, email, banner, table tents, poster, digital ads, & social media designs.



Meet Trudee

Your Digital Concierge



READING TERMINAL BRANDING

READING TERMINAL MARKET

At Reading Terminal Market one of my responsibilities was to give the brand a facelift and maintain the guidelines that I created for it. When I arrived there wasn't much of a brand- it was just the diamond logo. I added vibrant colors, photography of the multitude of fresh foods that they offer, and targeted campaigns with direct calls to action.

I also designed tote bags, insulated bags, hats (check out Jason Kelce sportin' my design below. Go Birds.), water bottles, coffee mugs, travel mugs, aprons, cutting boards, kitchen towels, recipe cards, rack cards, gift cards, and more.



SPARC PHILLY REBRAND

SPARC PHILADELPHIA

SpArc's mission is to educate the community about inclusion and independence for all people with disabilities.

When I was hired there were no brand guidelines and their logo was a drab grayscale.

I wanted to liven up SpArc's brand identity with bright colors that are representative of the joy and freedom that you feel radiating from the individuals who are a part of SpArc's program.

I was the Art Director for this project and was responsible for all photography, designs, and layouts for the whole range of marketing collateral.

I designed business cards, letterheads, brochures, direct mailers to donors, social media content, informational packets, signage, vehicle wraps, t-shirts, and anything and everything containing the SpArc logo.



* SpArc Philadelphia

Training Center

*** SpArc Philadelphia**
A family of organizations benefiting people with disabilities.
2350 West Westmoreland Street, Philadelphia, PA 19140 • 215.229.4550 • SpArcPhilly.org

About Us

*** SpArc Philadelphia**
A family of organizations benefiting people with disabilities.
2350 West Westmoreland Street, Philadelphia, PA 19140 • 215.229.4550 • SpArcPhilly.org

About Us

SpArc Philadelphia is the parent company of a family of organizations that provides services to individuals with disabilities and helps them to achieve independence through choice, self-determination, inclusion and community connections. SpArc Philadelphia operates as the financial manager for The Arc of Philadelphia and (PDDC) Philadelphia Developmental Disabilities Corporation.

Founded in 1948 by parents who sought better services for their children, The Arc of Philadelphia is one of the first The Arc chapters in the United States. The parents who created The Arc labored tirelessly for the equal rights and human dignity of people with disabilities at a time when institutionalization was the norm. In subsequent years, The Arc, through its staff and membership, has become a powerful voice in shaping the service landscape for people with disabilities.

In 1990, The Arc formed a service provision arm, PDDC, to focus on a mission of vocational training and independent, competitive employment. One of the primary goals of PDDC is to expose program participants, people with a wide range of intellectual and developmental disabilities, senior citizens and people with physical disabilities, to the community.

We do this in a number of ways: through business partnerships, we have contract work brought in-house, we have contracted work sites where participants earn a paycheck by providing a service, by being involved in our cultural arts program including attendance at cultural events such as concerts and plays, by taking part in volunteer activities in the community, and through community supports including placing and supporting people in competitive employment.

Our intention is to support people through advocacy, education, cultural experiences, and employment to live their lives with maximum satisfaction and the highest level of independence. We have served the community for more than 60 years and are continually searching for new ways to improve and enhance our services.

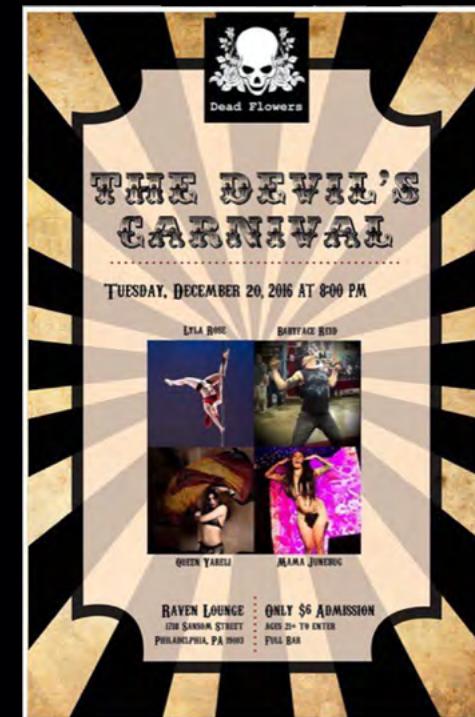
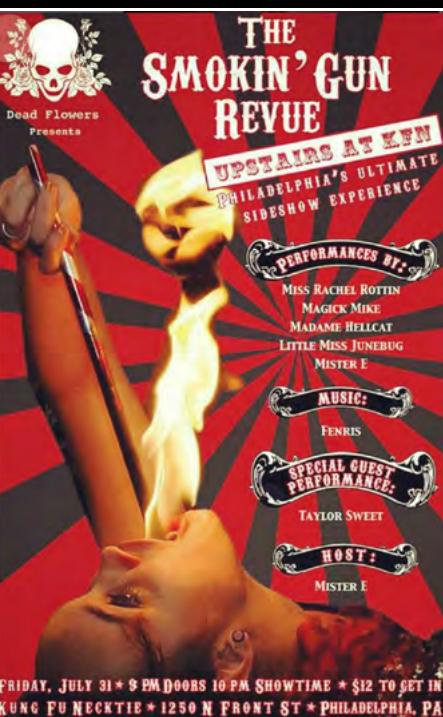
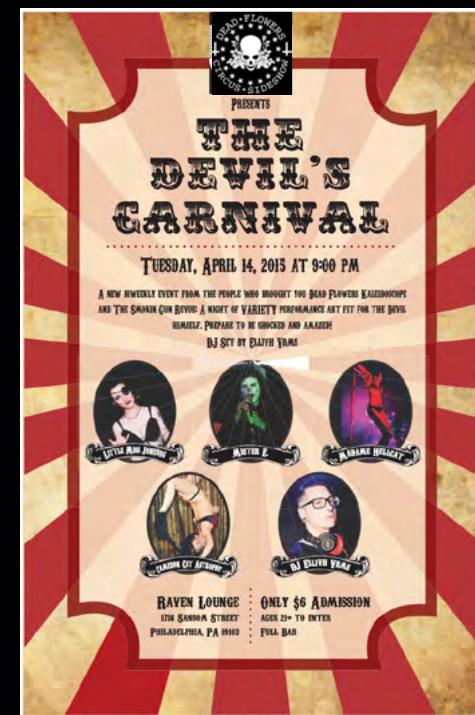
The Arc
of Philadelphia

DEAD FLOWERS BRAND

DEAD FLOWERS CONCEPT & BRAND

Dead Flowers of Philly is a collective of artist, sideshow performers, comedians, musicians, burlesque dancers, & circus folk in the heart of Philadelphia. The goal of the troupe and the events is to amaze, entertain, shock, and wow the audience.

I was responsible for the creation of the brand, logo design, poster designs, merchandise design, and photography of events. Additionally, I helped to book events and venues and was the stage manager for live events, ensuring that the shows went smoothly and ran on time.



SOCIAL MEDIA & WEB DESIGN

CONTINENTAL BATTERY SYSTEMS

I was responsible for the design of social media posts, reels, & story content on Instagram, Facebook, Twitter, and LinkedIn.

I was responsible for the design & UX/UI of this landing page targeting customers who have recently purchased a battery from Continental. The QR code on the battery label leads to this page of helpful resources.

[View Prototype](#)



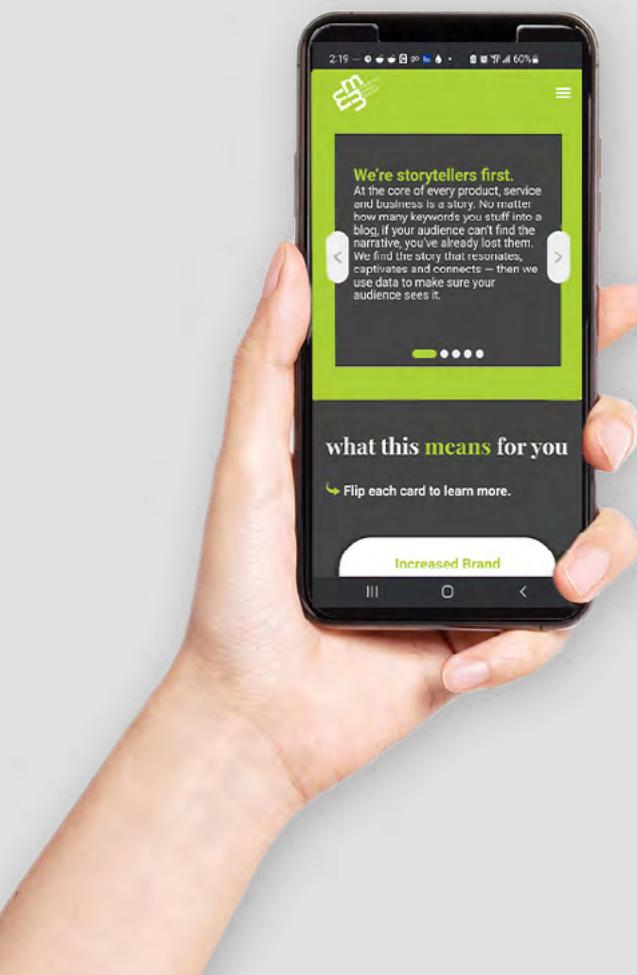
INTERACTIVE LANDING PAGE DESIGN

MADISON/MILES MEDIA

I was responsible for the UX/UI, page design, and prototyping of this page.

I crafted the **Content-Driven Agency page** utilizing a human-centered design approach.
I created multiple interactions to keep the flow going on an information-heavy page.

[View Live Page](#)



what this means for you

Flip each card to learn more.

82% of consumers feel more positive about a company after reading custom content. (Demand Metric)

Companies that publish blogs get 55% more traffic and have 434% more pages indexed by search engines. (HubSpot)

83% of marketers deemed content marketing the most effective strategy for demand generation. (Content Marketing Institute)

Companies that put their primary focus on content marketing increased their website conversion rates by more than 5x. (Aberdeen)

your story starts here

Information is abundant, and attention is scarce. But in a digital world filled with noise, we offer clarity. We craft content that not only speaks but also listens.

Let's Write Your Story Together

just add awesome

Ready to discuss how we can help reach your revenue goals? Schedule a call and let's start talking!

Your Email Address: Follow us: [f](#) [in](#) [t](#)

SCHEDULE SUBSCRIBE

Improved SEO Rankings

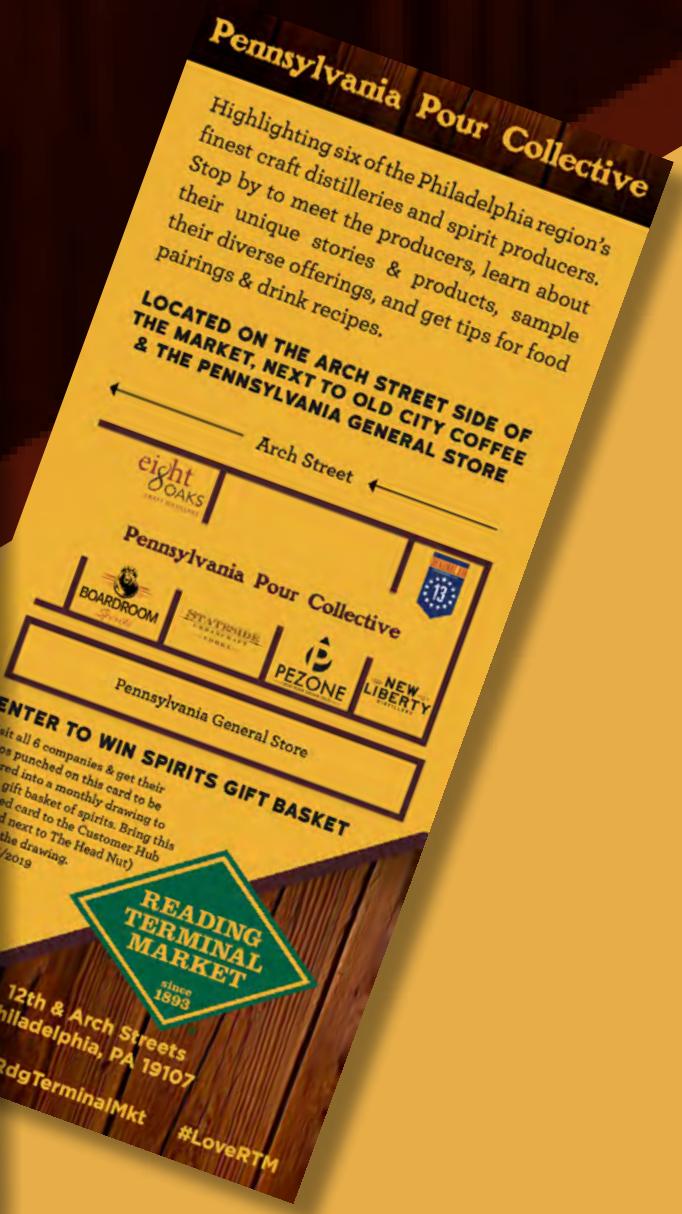
High-quality, informative and relevant content increases a website's chances of being found by search engines. The more consistent and engaging your content, the better your search engine rankings, leading to greater visibility.

CONCEPT AND BRAND IDENTITY

PENNSYLVANIA POUR COLLECTIVE / READING TERMINAL

The Pennsylvania Pour Collective was a concept and creation developed by myself and the rest of the 3 person Marketing team at Reading Terminal Market. It was a collection of six local distilleries selling their libations in a shared space within The Market.

I was responsible for naming, branding, & designing all things associated with the collective. I also created and ran Sip & Sample, a weekly event promoting the vendors and the space.



Pennsylvania Pour Collective

Local artisanal libations



DIGITAL DINING CONCIERGE COMMERCIAL

LOUISIANA STATE UNIVERSITY & ARAMARK

LSU required an animated commercial advertising their new Digital Dining Concierge application. Zoe, a character created to represent a typical student at LSU, was created. This commercial walks though the app and it's varied uses.

As Creative Director for this project, I lead the development of storyboards, character creation, and created all illustrations. I oversaw the animation and video production artists and ensured consistency throughout. This project had a tight deadline- both time management and project direction were important parts of the successful outcome.



[Watch Commercial](#)



Reference Photo of Cedar Hall



Illustration of Cedar Hall

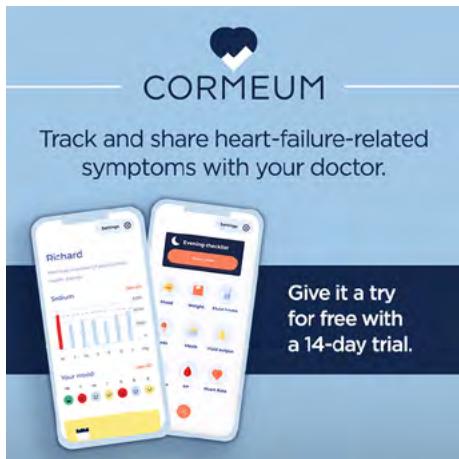
SOCIAL MEDIA: HEALTHCARE

I elevated Fetal Care Center Dallas' brand, positioning them as a groundbreaking and trusted organization within their field. This has resulted in a 239% increase in impressions on Facebook and an increase of website traffic by 19% MoM.

For the Cormeum App, I designed compelling social media campaigns and educational videos, contributing to their mission of helping patients with heart failure track valuable insights on their condition & providing tips on how to live heart-healthy lives.

CORMEUM APP

I was responsible for the design of posts and videos for social media including Instagram, Facebook, & LinkedIn posts.



FETAL CARE CENTER DALLAS

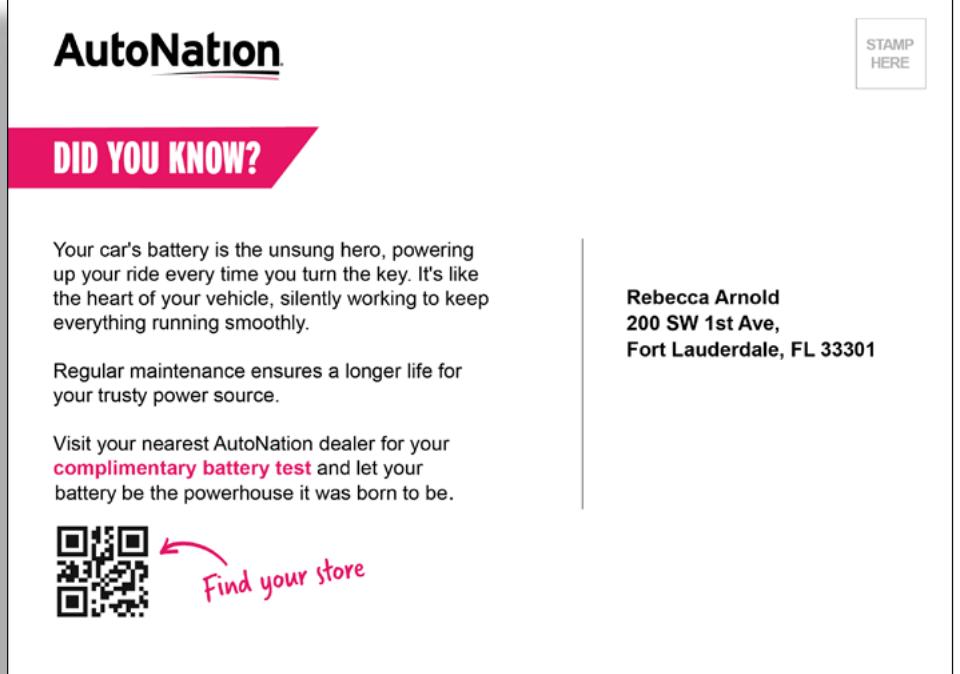
I was responsible for the design of visuals for social media including Instagram, Facebook, Twitter, & LinkedIn posts & reels.



AD CAMPAIGN

AUTONATION

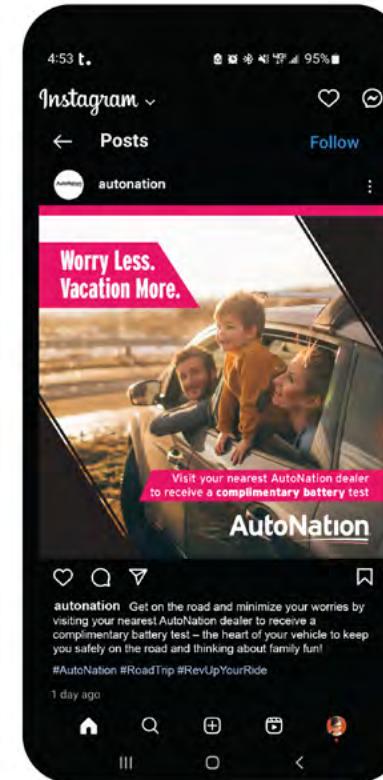
I was responsible for the design of all the social media posts, podcast cover art, & a direct mailer postcard. This campaign was aimed at nurturing the relationship of current customers ages 25-45.



DIRECT MAILER
Complimentary
Battery Test Postcard



PODCAST
Episode 1
Meet AutoNation



INSTAGRAM
Instagram Post

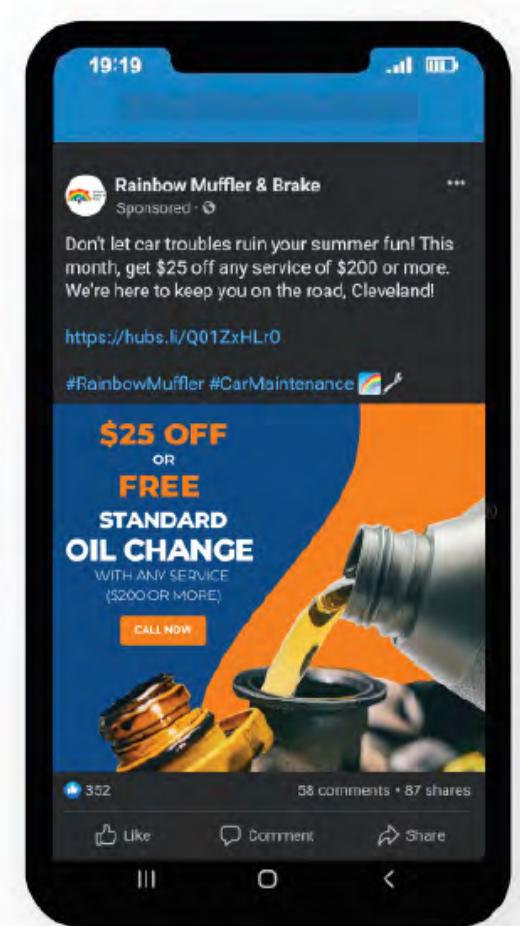
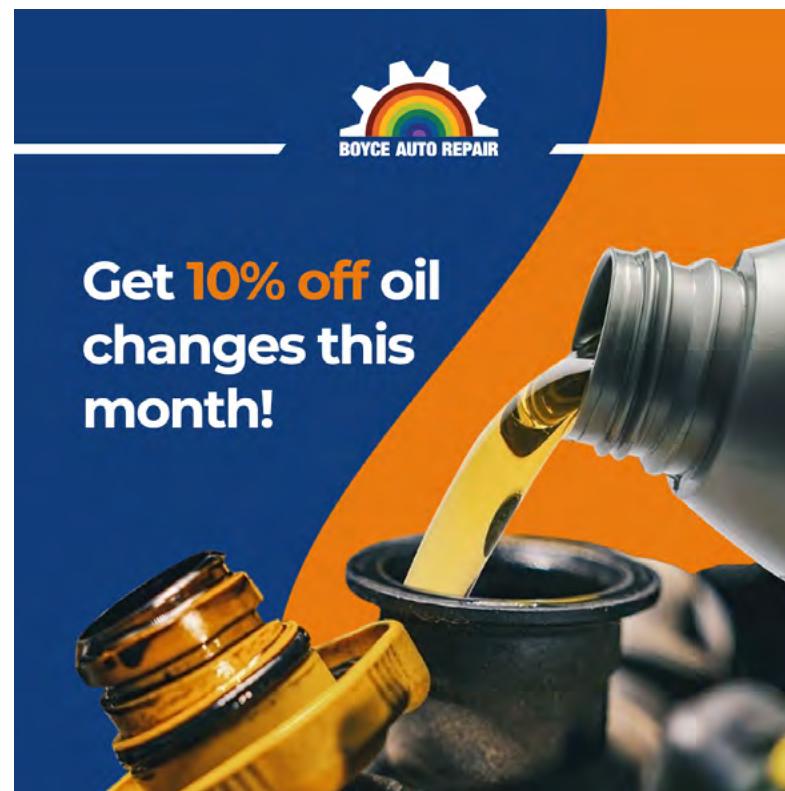
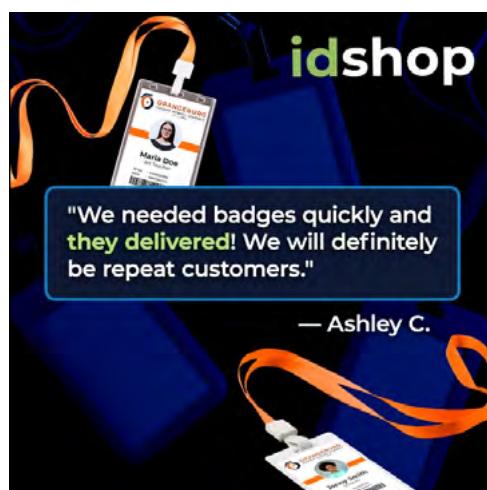
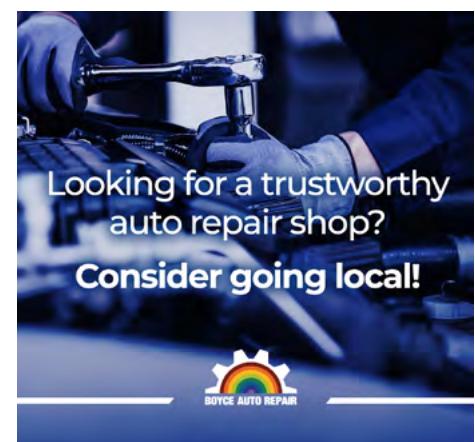
BRAND GUIDELINES & SOCIAL MEDIA

RAINBOW MUFFLER & BREAKS

I was responsible for crafting the brand identity of Rainbow. I worked with their existing logo to design visuals for social media.

ID SHOP

I was responsible for crafting the brand guidelines for ID Shop. Working with their already established logo, I designed visuals for Facebook, Instagram, and LinkedIn.



FOOD PHOTOGRAPHY

MY KITCHEN

I love to cook, and it fills me with joy to take pictures of the dishes that I create. This is a hobby of mine that started when I worked at Reading Terminal Market.

I design recipe cards for The Market in alignment with the Shop Local campaign. I had the opportunity to form recipes, cooking them, test them, and photograph them. It was definitely a perk of the job.

I'm responsible for cooking, photographing, & tasting these dishes.

