



CHRISTINA GOHMAN

MARKETING GRAPHIC DESIGNER

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About me

Favorite memory as a child ... coming home one day to find a shoebox covered in colorful construction paper with crayons, glitter, an array of markers, and much more! My Mom was the greatest influence encouraging my creativity when I was a little bulb! Aesthetics is essential to my everyday life. I live and breathe to create a look, an ambiance, a message to influence others. To communicate an event resulting in a thought bubble of "hmm, what is this about" is fuel to my creative passion.

CHALLENGE: How can I continue to evolve as a creative designer; what can I do to motivate and impact an audience?
ANSWER: To tell a story and navigate the audience through visual communication = *Influence!*

Education

MT. SIERRA COLLEGE, CA
2001 - 2004
Bachelor of Science
Multimedia

- Print / web authoring
- Concentration: Print Media

Design Ninja Skills

SKILLS (PRIMARY)
Adobe Creative Cloud

- InDesign
- Photoshop
- Illustrator
- Dreamweaver
- Acrobat

Microsoft Office

- Word
- Excel
- PowerPoint

Design Muscle

- Prepress
- Package Design
- Mock-ups
- Google Ads
- Infographics
- Social Media (gifs+static)
- Typography
- Project Management
- Concept Development
- Descriptive Writing
- Photo Editing
- Corporate Identity
- Creative Strategy
- B2B / B2C

Supportive Design Muscle

- Dropbox
- FTP Client
- MailChimp / ISSUU

Career Summary & then-some!

2005 - 2020 • SENIOR GRAPHIC DESIGNER • COASTER CO. OF AMERICA

Creative Development complying with company brand standards (previous and new identity) while incorporating individual creative theory. Managing in-house creative, freelance, and overseas design teams.

Creative Tasks Project management (visual timelines, summaries); creating working files - platforms for catalog design (master files), fliers, trade show POP (showroom banners, print collateral, giveaways, hang-tags, supportive digital campaigns + mock-ups), editorial campaigns, carton, and litho design. Managing general HTML to company websites; email blast campaigns; File sharing; Prepress; File hierarchy.

2004 - 2005 • ONLINE CURRICULUM DEVELOPER • MT. SIERRA COLLEGE

Creative Development helping to develop an on-line classroom presence for students to learn and attend class remotely.

Creative Tasks Discovering communication through media sources, current and new. Communicating with professors on lectures, and transforming class into a digital environment using video (Quicktime, creating/organizing professor lecture notes and classroom, lessons, and homework).

2004 - PRESENT • FREELANCE • OTHER CREATIVE GIGS / OPPORTUNITIES

• **Perennial Strength** - Cross-fit Coach

Brand identity - defining typeface, color palette, logo, promotional print, style guide, photography manipulation, iconography, tagline and overall theme to represent the client. Created web layout, suggested navigation, and structure (UX intro career phase) along with collaborating with a *Full Stack Senior Engineer*.

• **Full-Petential** - Domestic Canine and Feline Treats 🐾🐾

Internship with the creative college team. Developed into a solo contract.

Creative Accomplishment Creating company identity - text logo, canine and feline characters representing the company's playful mission. Using playful typography and creating character scenarios to display on dog and cat treat packaging.

2004 - PRESENT • VOLUNTEER NON-PROFIT • BALDWIN PARK SHELTER

• **Foster Parent** for newborn/orphan kittens and/or feral older kittens. Create profiles based on personalities to help find a forever home. Media exposure is composed of personalty profiles, social media post, social networking, videos, and photos.

UHA volunteer - handled larger fearful canines for photography and profile exposure.

Random jargon about ME

Note-taker and avid list maker!

In this digital age, I prefer traditional sketches, diagrams, and *verbiage* that influences creative thought and execution.

Fan of keyboard shortcuts ⌨️

FAVORITE shortcut ⌨️ Z. Keyboard shortcuts are an opportunity for creative music. Keystrokes help to generate a visual melody.

Random Highlights...

- Feng shui = energy
- Icons = vector passion
- Music = self-expression
- 🧱 LEGO collector/builder!