



Christina Gohman

MARKETING GRAPHIC DESIGNER

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About Me

Favorite memory as a child ... coming home one day to find a shoe box covered in colorful construction paper with crayons, glitter, an array of markers and much more! My Mom was the greatest influence towards my self expression when I was a little bulb! Aesthetics are essential to my everyday life. I live and breath to create a look, an ambiance, a message to influence others. To communicate an event that results in a thought bubble of "hmmm, what is this about" is fuel to my creative passion.

CHALLENGE: How can I continue to evolve; 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

Other Applications

- Quark (yes old school!)
- Dropbox
- FTP Clients
- Pre-Press Portals
- Pages (OS platform)
- MailChimp
- ISSUU
- Vector Manipulation
- Automator

SKILLS (SUPPORTIVE)

- Project Management
- Photo Editing
- Descriptive Writing
- Concept Development
- Prepress
- Social Media
- Digital Advertising
- Quicktime

Career Summary & thensome!

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 time-lines, summaries); creating working files - platforms for catalog design (master files), fliers, POP (showroom banners, print collateral, give aways, hang-tags, supportive digital campaigns + mock-ups) editorial campaigns, carton and litho design. Managing general HTML for company websites; eBlasts Campaigns; File Sharing; Pre-Press; 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 lecture 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

Identity -> defining color palette, logo, website design + navigation, promotional print and web content

• Full-Potential - Domestic Canine+Feline Treats

Internship with creative college team. Evolved into a solo contract.

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

• Non-Profit - Baldwin Park Shelter, Foster parent + volunteer for UHA 🐾🐾

A foster for newborn kittens. Created profiles based on kitten personalities to help find a forever home. Created visuals - PDFs, web profiles - utilized the power of social media to help fur-babies find a forever home.

Also worked with UHA at the shelter by handling canines available for adoption.

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 representation
- Music = self expression
- 🧱 LEGO collector/builder!