

CHRISTINE MARIE LARSEN / VISUAL DESIGNER & ILLUSTRATOR

206-669-0161 / christine@christinelarsen.com / www.ChristineMarieLarsen.com

*Versatile **graphic designer** and illustrator adept at building great experiences in print and online • **Reliable** team player who thrives on **collaboration** with all stakeholders • **Extremely organized** with a sound work ethic and **highly creative** energy • **Detail-oriented** and conscientious*
*• Strong **visual communicator** with a solid background in effective typography and composition.*
I love creating work that engages, inspires, and connects.

ACCOMPLISHMENTS

Over 10 years experience as a designer working in-house, freelancing, and consulting for non-profit, corporate, and small business clients. This work includes all aspects of content and visual design for print and digital.

- Created digital ad placements, designed social post graphics and produced brandpage mockups for holiday campaigns for a national brand.
- Designed and prepared production files for out-of-home advertising (billboards, transit, digital boards, posters), animated and static banner ads, print advertising (magazine and newsprint), and presentation design for major brands (cruise, healthcare, and sports.)
- Expanded tech brand and product lines with e-book design and layout, icon design, storyboards, infographics, and wireframes for interactive.
- Designed brand and organizational identities and associated print collateral for restaurants.
- Designed and developed identity, retail and marketing materials, including website, landing pages, books, and advertising, for educational consultant.
- Developed seasonal marketing materials for non-profit with a unique visual identity each year reflecting new programming.
- Prepared files for press and worked closely with print and production vendors getting bids, choosing materials, and proofing.
- Designed and produced multi-page, complex packaging tour guides with maps and fixed media for cultural non-profit.
- Created information graphics and designed layout for multi-page report for presentation to the City of Seattle and stakeholders for a university research group.
- Designed consistent, effective, and memorable packaging for a retail CD series available at stores and museums across Washington State.
- Designed and illustrated presentation deck slides for corporate end-of-year report (internal).
- Partnered with non-profit directors, boards, and committees to oversee collateral design and ensure brand/org guideline consistency with marketing and fundraising materials.
- Collaborated with non-profit stakeholders to design and develop a flexible organizational website that could adapt to different user experience needs throughout a festival cycle, including a poster contest, booth applications, and juried show.
- Developed, designed and produced gallery and retail websites for an independent creative client, managing outside development vendors to create custom functionality and interaction.
- Designed and developed CMS driven website for non-profit health sector client. Designed icons, illustrations, and interface elements. Created wireframes, user flows, and mockups for UI.
- Illustrated and designed storyboards, product test materials and comps for award-winning game company, including game concepts, editorial, publishing, licensing and co-brand, plus rapid prototyping (hands on) exclusive items for brand partners.
- Contributed an illustrated weekly portrait column for online book review and literary culture publication.

PROFESSIONAL EXPERIENCE

2006-Present Seattle, WA

Designer & Illustrator

CHRISTINE MARIE LARSEN (*Freelance and Consultant*)

Full-service design and illustration for small businesses, non-profit, editorial and corporate organizations from concept to completion, including project management, vendor and client relations, and art direction.

October-November 2018 Seattle, WA

Visual Designer

POP (*Freelance*)

Marketing and Advertising agency. Brands include Target, Microsoft and more.

April, June-Sept 2018 Bellevue, WA

Production & Visual Designer

INDIGO SLATE (*Freelance*)

Marketing and Experience agency. Brands include Microsoft and other tech.

January, April 2018 Seattle, WA

Production Designer

COPACINO + FUJIKADO (*Freelance*)

Advertising agency. Brands include Premera Blue Cross, Holland America Line, Seattle Children's Hospital, Seattle Mariners.

Nov- Dec 2017 Seattle, WA

Visual & Presentation Designer

ZILLOW, INC. (*Freelance*)

Real estate and rental marketplace.

Sept-Nov 2017 Seattle, WA

Graphic Designer

WEST COAST POVERTY CENTER (*UW School of Social Work*)

Research organization studying poverty.

June-July 2017, September 2018 Seattle, WA

Graphic Designer

MEDIA PARTNERS, INC.

Educational media company producing training films and workshop materials for corporate training and human resources.

2008-2016 Seattle, WA

Designer

NORTHWEST HERITAGE RESOURCES

Non-profit organization focused on documenting and sharing the rich cultural traditions and history of the Pacific Northwest.

2007-Present

Coeur d'Alene, ID/Seattle, WA

Visual Designer & UX/UI

ART ON THE GREEN/CITIZENS' COUNCIL FOR THE ARTS

Volunteer-run non-profit arts organization (Cda, ID)

2008-2015 Seattle, WA

Interface Designer

PROJECT NEON/SEATTLE COUNSELING SERVICE

Non-profit health organization providing harm reduction education and resources.

2002-2005 Seattle, WA

Illustrator and Designer

CRANIUM, INC

Award-winning game company

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CREATIVE EXPERIENCE

PRINT: Identity design; Collateral; Marketing materials (brochures, rack cards, business cards, letterhead, posters, postcards, ads); Packaging design (CDs, DVDs, labels); Direct mail and response; Fundraising and subscription materials; Publication and multi-page design: reports, instructional material, books, packaging inserts; Menus and restaurant collateral; Out-of-home (billboards, transit, digital boards, murals); Print advertising (magazine and newspaper).

DIGITAL/INTERACTIVE: Interface and web design; Userflows, wireframes, storyboards; UX/UI; Email marketing; Social; Front-end web development; CMS, Icon design; Presentation design; Digital advertising (static and animated banners); Information graphics.

ILLUSTRATION: Editorial, corporate, and kid lit; Traditional media, digital (raster and vector).

ANIMATION: Bumpers, trailers, advertising.

EDUCATION

• BA, **The Evergreen State College** *Emphasis on animation, film, & video production.*

• **School of Visual Concepts**

ASSOCIATIONS

• **AIGA**

• **SCBWI**

SKILL SET AND TOOLBOX

- **DESIGN:** Adobe CC Suite (Photoshop, InDesign, Illustrator, Acrobat, After Effects); SketchApp
- **CODE:** HTML5, CSS3, Bootstrap; some PHP, Javascript, jQuery
- **ONLINE:** Slack, Basecamp, GitHub, WordPress, Movable Type, Squarespace, Constant Contact, MailChimp, Google Analytics, Jira, Confluence
- **RETAIL:** Etsy, BigCartel, Shopify, PayPal, SquareUp
- **UTILITY:** MS Office/Libre: Word, Excel, Powerpoint; iWork apps, Google Docs
- **SOCIAL:** Facebook, Twitter, Instagram, Tumblr, Pinterest
- **ILLUSTRATION:** Traditional and digital, vector, photo
- **ANIMATION:** 2D, stop-motion, digital (Flash, After Effects)

An online portfolio and more information can be found at:
www.ChristineMarieLarsen.com