



CHRISTINE SHELDON

GRAPHIC DESIGNER



WORK EXPERIENCE

2012-2017

SENIOR DESIGNER

📍 Evanston, IL

at Leapfrog Online

- Responsible for creating and editing new and existing websites using knowledge of the internal business environment as well as UX industry standards and best practices
- Experience in wireframing, responsive design, mobile design, user-interface design, user-centered design and conversion driven design
- Collaboratively working with the creative director, front-end web developers, account teams, content producers and other designers to translate marketing plans into innovative, inspiring and flexible creative visions
- Providing diligent maintenance of client brand standards in all design executions
- Developing well-formatted wireframes and mock ups to be used as design guides by the developer team

2011-2012

GRAPHIC DESIGNER

📍 Melrose Park, IL

at Interlake Mecalux

- Managing page layout and design of product catalogs
- Designing mailers, e-blasts, newspaper and web advertisements
- Working closely with the marketing staff writers to coordinate graphics and imagery for their pieces
- Layout design for magazine and creation of unique info graphics to help further reader's comprehension of advanced topics

2010-2011

ASSISTANT GRAPHIC DESIGNER

📍 Libertyville, IL

at Brightstar Corp

- Developing launch kits and email blasts to introduce mobile handsets into sales channels (Samsung, HTC, LG, ZTE)
- Designing advertisements that promoted Verizon Wireless products to a range of retailers (Fred's, Dollar General, Pamida)
- Assisting in developing prepress ready files
- Designing B2B communications in a variety of media

2010

GRAPHIC DESIGNER

📍 Wheeling, IL

at Nukleii, Inc.

- Ensuring brand uniformity in all corporate and collateral materials
- Making regular recommendations for updating and improving website design and content
- Acting as a design consultant on client projects to the degree requested for optimum results



WHY ME?

Talented senior designer with a focus on visual execution and creating beautifully crafted experiences with thoughtful interactions. Optimizing user engagement for brands such as Comcast, TruGreen, Terminix, and Charter Cable. Primary goals surround advocating the importance of an intuitive user experience by designing websites that are well organized and expandable for growth



EDUCATION

2010

BFA in Graphic Design
at Illinois Institute of Art
Schaumburg



SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Acrobat
UX Pin
Microsoft Word
Microsoft Powerpoint
Microsoft Excel

CONTACT



Please get in touch with me using the contact form on my website