

# CHRISTINA LIN

Based In Orange County, CA  
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**PORTFOLIO**  
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## APPLICATIONS

InDesign  
Illustrator  
Photoshop  
Figma  
Google Slides/Docs  
Canva

## SKILLS

Branding  
Art Direction  
Team Management  
Web/Social Design  
Email Design  
Vector/Hand Illustration  
Consumer Packaging  
Photo Editing

## EDUCATION

University of California, Irvine  
BA Psychology & Social Behavior

Santa Ana College  
Digital Arts & Design Courses

**Creative designer and problem solver with over 10 years of experience in the food, real estate, cosmetics and education industries.**

## WORK EXPERIENCE

### **Freelance Designer**

January 2025 - Current

- Independent designer specializing in print, digital media, flyers, brochures, email, social, web graphics, and presentations.
- Collaborative team player, great listener with high accountability. Accustomed to juggling multiple brand guidelines and creating varied artwork.

### **Design, Manager**

Elevo | July 2024 - January 2025

Managed team of designers by delegating workloads, ensuring project timelines, and providing mentorship and training.

- Built a refreshed company brand design by collaborating with executives. Successfully pitched new brand looks to company leadership.
- Implemented new brand design on digital assets and print materials by organizing updates with marketing executives and design team.

### **Graphic Designer**

Elevo | April 2024 - June 2024

- Spearheaded art direction on Coach Training manuals and designed template for clear and easy to read print and interactive digital books.
- Established editable presentation decks to save time and resources.
- Designed graphics for the website, social media, and printed content.

### **Graphic Designer**

Pieology | February 2017 - March 2024

Provided consistent, on-brand in store and online artwork for Pieology.

- Created in-store displays using promo artwork including banners, posters, POS shields, and menus.
- Designed both digital and print assets including: Emails, app artwork, social posts, Instagram highlight reels, multi-page brochures, menus, training manuals, coupons, flyers, and business cards.

### **Packaging Graphic Designer**

Pacific World Cosmetics | June 2016 - February 2017

Emphasis on artwork, ideation, concept development and packaging design for new brands and line extensions including Nailene, Revlon, Trim, and Bio-Oil.

- Created artwork for components, packaging, promotional programs, merchandising displays, ads and other marketing support material for print and web.
- Photo retouching and final preparation of artwork for printing.
- Collaborated directly with Marketing and the Creative Director to create branding, artwork, and design concepts.

### **Graphic Designer/Production Artist**

Yogurtland Corporate | November 2014 - June 2016

Responsible for graphic elements that appear in over 300 Yogurtland stores as well as other marketing collateral, print and web. Create new designs as well as work off existing brand guidelines.

- Worked directly with marketing team & Franchise Marketing Consultants to concept, develop and produce POP materials, print advertising, local store marketing assets, and other corporate projects as needed.
- Collaborated with marketing and product team from conception to packaging design for new breakfast, juice concepts, and food products.
- Assisted on art direction for photo shoots and styling products.

### **Production Artist**

KokinakesDesign | June 2014 - November 2014

Created designs utilizing branding guidelines to ensure consistent implementation of branding standards and related messaging across all projects. Clients included Irvine Company and First Foundation Bank.