Christine Lombardi

Brockton, MA 02302 | 781-962-0735 | designerlombardi@gmail.com | https://designerchristine.com

Graphic and Web Designer

Experience

Internet and Intranet Consultant | Self-Employed at Tufts Medicine | Boston, MA **2021 – Present**

- Work with Marketing and Communications to build and edit HIPPA compliant web pages for https://www.tuftsmedicine.org/ using Drupal.
- Optimize the Tufts Medical Center, Lowell General Hospital, MelroseWakefield Hospital, and former Tufts Children's Hospital intranet using Interact. (Now known collectively as Tufts Medicine.)
- Assist all departments with their services to achieve specific online needs.
- Create and edit pages to be simple, clean, dynamic, SEO-friendly, and have optimum page speeds.
- Photo retouching and image creation. Assign metadata to photos. Upload and organize photos and videos to a digital library or Drupal directory.
- Previously responsible for providing bi-weekly analytical reports for intranet usage. Made adjustments to improve SEO, navigation, and prioritize site content based on results.
- Engaged employees on-site about the intranet. Trained medical professionals and staff on how to access and use the site. Answered questions. Collected valuable insight on user experience.
- Ensure consistent communication with management and staff to create an impressive online presence, producing a streamlined user experience and reliable employee tool.

Freelance Designer | Self-Employed | Boston Area **2012 - Present**

- Felix Creative: Design and edit print jobs for medical facilities.
- Boston Children's Hospital: Created 2 Annual Reports for Ophthalmology.
- AliMed: Constructed deliverables for digital and print design, leading to a 6-year full-time position.
- Talbots, Chadwick's of Boston, and Metrostyle: Worked on catalogs and other print projects.
- Photographic services: product photography, events, and portrait sittings.

Senior Web Designer | AliMed | Dedham, MA **2013 –2019**

- Managed online art direction to create meaningful and relevant experiences for users on https://www.AliMed.com/ and EasierLiving.com. (EasierLiving was eventually combined with AliMed.com).
- Modernized a digital style guide with a responsive design system for all platforms.
- Restructured site to create a consistent brand: layouts, colors, typography, buttons, and graphics.
- Designed content and conducted in-house photoshoots for all marketing channels: websites, blogs, emails, social media, forms, podcasts, videos, Amazon Storefront, catalogs, events, and brochures.
- Nurtured client relations with back-end developers and vendors to establish an ideal online presence for the 70% B2B and 30% B2C storefront.
- Evaluated in-house data and competitive campaigns to create SWOT analyses. Discovered consumer needs and tested options for web development. Implemented strategies to increase transactions. Conducted constant vigilance to stay relevant, fresh, competitive, and generate growth.
- Boosted website traffic after relaunch. In 1 year, user time on site grew 52%, sales up 5%.
- Transformed site into a valuable research tool for all sales, with 28,000 companies visiting Q4 2018.
- Interviewed and trained new hires, freelancers, and interns.
- Educated team members on coding, digital standards, the Adobe Creative Suite, brand standards, and consumer insight. Oversaw freelancers, guiding them to produce high-quality, company-branded work.
- Worked with project management to develop schedules to remain on deadline.
- Introduced campaign-brief forms with Marketing Automation Manager to streamline the email request process. Increased email open and click-through rates. Reduced bounce rates.

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Graphic and Web Designer   Additional Full-Time Experience

Instructor | American Career Institute | Braintree, MA

- Certified by the state of Massachusetts to teach Graphic and Web Design.
- Taught 15 subjects. Generated unique lesson plans to transform students into professional designers.
- Covered topics of Typography, Color Theory, Computer Illustration, Advertising, Branding, Layout Design, Photography, Photoshop, InDesign, HTML, CSS, Dreamweaver, UI Design, JavaScript, Flash Animations, ActionScript, and Portfolio.
- Demonstrated techniques to improve creative thinking with effective communication and diverse thinking.
- Developed leadership skills while inspiring classrooms of up to 20 students.

Senior Production Artist | Arnold Worldwide | Boston, MA

- Managed graphic production for Volvo and McDonald's, producing successful, on-brand marketing content for national campaigns.
- Gained industry experience helping all teams: Carnival, Citizens Bank, Jack Daniel's, Fidelity, Ocean Spray, Pearle Vision, Progressive, Radio Shack, Royal Caribbean, Talbots, Tyson Foods, Titleist, New Business Pitches.
- Designed templates, layouts, and mechanicals for magazine ads, newspaper ads, coupons, packaging, billboards, point-of-purchase displays, out-of-home advertising, transit advertising, and TV commercial props.
- Delegated work when appropriate, Guided layout artists and interns to establish quality results.

Graphic Production Artist | Talbots | Hingham, MA

- Created catalogs, direct mail, newspaper ads, signage, window graphics, and web graphics.
- Developed slideshow presentations and dummy books for executive level management.
- Formulated a checklist to validate files met specifications. Released files to printers with a zero-error history.
- Evaluated and compared competitive advertising campaigns, window displays, and store layouts.

Skills

Adobe Creative Cloud, Photoshop, Illustrator, InDesign, Dreamweaver, Premiere Pro, After Effects, Lightroom, Acrobat, Sketch, QuarkXPress, Final Cut Pro, Capture One, Microsoft Office, Word, Excel, PowerPoint, Procreate

Marketing, Advertising, Brand Development, Communication Strategies, Problem Solving

Photography, Lighting, Photo Retouching, Video Editing, Illustration, Print Production, Digital Production

User Interface Design (UI), User Experience Design (UX), User Research, Story Boards, Navigation, Wireframes, Analytics, A/B Testing, Heat Maps, Search Engine Optimization (SEO)

HTML5, XHTML, HTML, CSS3, CSS, JavaScript, jQuery, ARIA

Content Management Systems (CMS): Drupal, WordPress, Salesforce, Interact, Others

Email: HTML, Marketo, Pardot, What Counts, Exact Target, Mailchimp

Education

Advertising
Master of Science | Boston University | Boston, MA

Graphic Design (Major); Business Management (Minor)
Bachelor of Fine Arts | Baccalaureate Award in Graphic Design | Colby-Sawyer College | New London, NH

Web Coding
Certificate | Bridgewater State University | Bridgewater, MA