

# Christine Lombardi

---

Brockton, MA 02302 | 781-962-0735 | designerchris@comcast.net | <https://designerchristine.com>

## Digital and Print Designer

### Skills

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

Photography, Lighting, Photo Retouching, Video Editing, Motion Graphics, Illustration.

Graphic Design, Print Design, Web Design, Desktop Publishing, Print Publishing, Digital Publishing, Advertising, Cross Channel Marketing, Email Marketing, Brand Strategy, Brand Development.

User Interface (UI) Design, User Experience (UX) Design, User Research, Ideation, Story Boards, Prototyping, Content Strategy, Navigation, Wireframe, Design Thinking, Visual Design, Google Analytics, A/B Testing, Heat Maps, Search Engine Optimization (SEO).

HTML5, HTML, XHTML, CSS3, CSS, JavaScript, jQuery, Content Management Systems (CMS), WordPress, Email (HTML, Marketo, Salesforce, What Counts, Exact Target), Accessible Rich Internet Applications (ARIA).

### Experience

#### Senior Web Designer | AliMed | Dedham, MA

November 2013 – December 2019

- Managed online art direction to create meaningful and relevant experiences for users.
- Modernized digital style guide with a responsive and functional design system for all platforms – desktop and mobile devices.
- Refined visual elements – layouts, color, typography, buttons, graphics, images, banners, and icons – to strengthen brand recognition.
- Designed content and conducted in-house photo shoots for all digital channels: website, blog, email, forms, social media, online ads, and Amazon storefront.
- Coordinated digital marketing calendar with offline marketing campaigns – promoting company-wide initiatives and ensuring timely delivery.
- Consulted back-end developers and vendors to establish an ideal online presence for the 70% B2B and 30% B2C storefront. Improved search engine, personalization, and added customer reviews.
- Evaluated in-house data and competitive campaigns to create SWOT analyses. Discovered needs and emerging trends. Organized ideas and tested options for web development. Implemented strategies to improve sales. Presented updates to team and management.
- 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 new hires, freelancers, and interns to assess capabilities and cultural fit. Taught coworkers web coding, digital standards, the Adobe Creative Suite, branding, and customer insight.
- Introduced forms for creative briefs with the Marketing Automation Manager to streamline the email request process. Increased email open and click-through rates, reduced bounce rates.

#### Art Director and Photographer | Self-Employed | Greater Boston

April 2012 – November 2013

- Employed by AliMed, Chadwick's of Boston, Metrostyle, and Talbots for design projects.
- Conducted photographic services for product photography, events, and portrait sittings.
- Established repeat customer service, recommended by coworkers, managers, and clients.
- Created deliverables for AliMed (print, e-commerce) leading to full-time employment (6 years).

# Christine Lombardi

---

Brockton, MA 02302 | 781-962-0735 | designerchris@comcast.net | <https://designerchristine.com>

## Experience (Continued)

### **Instructor | American Career Institute | Braintree, MA**

**November 2010 – March 2012**

- Certified by Massachusetts to teach in the graphic and web design program.
- Instructed 15 classes and generated 15 lesson plans to transform novice designers into professionals.
- Taught subjects: Typography, Color Theory, Design Principles, Layouts, Computer Illustration 1 & 2, Branding, Ad Design, Photography, Photoshop 1 & 2, InDesign, XHTML, CSS, Dreamweaver, UI Design, JavaScript, Flash Animation, ActionScript, Portfolio.
- Developed public-speaking skills and the ability to lead large and small groups.
- Supervised classrooms while managing up to 20 students per class.

### **Graphic Designer | Self-Employed | Brockton, MA**

**November 2008 – October 2010**

- Launched SeaMonkeyScuba.com for a scuba instructor to recruit new students. Redesigned ProLaborAlliance.org for a union member's fundraising campaign.
- Composed eBay listings for an antique dealer. Photographed products, prepared descriptions, monitored questions and sales.
- Restored photos for clients with photo editing software and high-end scanning equipment.

### **Senior Production Artist | Arnold Worldwide | Boston, MA**

**September 2007 – October 2008**

- Managed graphic production for Volvo and McDonald's, producing successful, on-brand marketing content for national campaigns.
- Expanded industry experience by assisting other teams. Carnival, Citizens Bank, Fidelity, Jack Daniel's, Ocean Spray, Pearle Vision, Progressive, Radio Shack, Royal Caribbean, Talbots, Titleist, Tyson Foods, and New Business Pitches.
- Designed templates, layouts, and mechanicals for magazine ads, newspaper ads, coupons, packaging, point-of-purchase displays, out-of-home, billboards, transit advertising, tv end cards, props for commercials, slideshow presentations, and more.
- Delegated work when appropriate. Advised layout artists and interns to establish quality results.

### **Graphic Production Artist | Talbots | Hingham, MA**

**June 2004 – September 2007**

- Created catalogs, direct mail, newspaper ads, and in-store signage for advertising campaigns. Developed slideshow presentations and dummy books.
- Formulated a checklist to validate documents supported output specifications. Released files to printers with a zero-error history.
- Evaluated and compared competitive advertising campaigns, window displays, and store layouts.

## 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