


# CHRISTINA FISHER

CREATIVE DIRECTOR & GRAPHIC DESIGNER

## CONTACT

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## PROFILE

**Award-winning Washington, DC-based graphic designer and creative director** with more than 12 years of experience in design for print and screen. I excel in deadline-driven environments and am accustomed to working under strict budget guidelines to achieve top-notch results.

## EDUCATION

**Rochester Institute of Technology**  
MFA, Graphic Design  
BFA, Illustration

## SOFTWARE

Illustrator // Photoshop //  
InDesign // Premiere // Sketch //  
Invision // Balsamiq

## AWARDS

**Webby Awards**  
Nominated: 2018

**PR Daily Content Marketing Awards**  
Honoree: 2016

**Aster Awards**  
Winner: 2013, 2014, 2015

**American Health & Wellness Design Awards**  
Winner: 2014

**American Inhouse Design Awards**  
Winner: 2013, 2014

**Content Marketing Awards**  
Winner: 2011

## EXPERIENCE

### CREATIVE DIRECTOR // ART DIRECTOR | CONNECTIONS MEDIA

JANUARY 2015—PRESENT // WASHINGTON, DC

**Full-service digital agency specializing in public affairs for select advocacy, non-profit and corporate communications clients**

- Over the course of time with the company, was promoted from Art Director to Creative Director, gradually taking on responsibility for the full design department.
- Oversee team of interactive designers; responsible for art direction and concept creation for deliverables; design websites, print collateral, identities, and infographics.
- Select past & present clients include: NBC News; Pearson; Bloomberg Philanthropies; PhRMA; Motion Picture Association of America (MPAA); Telemundo; World Bank; Diesel Technology Forum; Auto Alliance; JDRF; AstraZeneca; W.K. Kellogg Foundation.

### CREATIVE DIRECTOR | THIS IS HEALTH (TIH)

JANUARY 2017—PRESENT // WASHINGTON, DC

**Non-profit providing healthcare to the under-served populations of Haiti, Honduras and Panama**

- Manage social media, donation platform, and email blasts; maintain website and create additional print and digital collateral for promotion.
- Created visual identity, print collateral, and website.

### ART DIRECTOR | SUBCULTURE MAGAZINE

2011—2014 // NEW YORK, NY

**Glossy lifestyle magazine celebrating self-expression and local culture**

- Conceptualized new magazine, launched in an already-saturated market with outstanding success.
- Designed all aspects of magazine from cover to front of book, feature pages and advertorials, working closely with editor-in-chief, photo director and freelance photographers to achieve desired high-end aesthetic.

### SENIOR DESIGNER | HOSPITAL FOR SPECIAL SURGERY

2010—2014 // NEW YORK, NY

**Top orthopedic hospital in the U.S. and official hospital for U.S. Olympic athletes and many New York & New Jersey professional sports teams**

- Managed & art directed junior staff and designed core print and digital collateral, including annual reports, alumni magazine, marketing campaigns, brochures, ads, web and e-learning graphics, and email marketing.
- Created collateral for internal clients and partner organizations such as Major League Soccer, ATP World Tour and FIFA.

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## SELECT PAST & PRESENT CLIENTS

Alliance of Automobile Manufacturers  
Anti-Defamation League (ADL)  
ATP World Tour  
AstraZeneca  
Bloomberg Philanthropies  
Boxfort Studios  
FIFA  
Foodlink  
Goose Island Beer Co.  
JD RF  
LG  
Major League Soccer  
Mitchell Pearson Realtors  
Motion Picture Association of America (MPAA)  
Multi-Lateral Investment Guarantee Agency (World Bank)  
NBC News Education Nation  
Pearson  
PhRMA  
Thunderbeast Root Beer  
Western Digital  
W.K. Kellogg Foundation  
World Bank  
Xerox

## EXPERIENCE *(Continued)*

### GRAPHIC DESIGNER | GANNETT

2007–2009 // ROCHESTER, NY

**International media and marketing solutions company and one of the largest, most geographically diverse local media companies in the U.S.**

- Designed dynamic covers and interior layouts and laid out advertising for a variety of monthly and bi-monthly glossy lifestyle and shelter magazines under tight deadlines. Styled and art directed photo shoots with food, still lifes, interiors and models.
- Collaborated with agencies and outside clients including Xerox and Foodlink to design special publications for private distribution and insertion into daily newspaper.

### FREELANCE DESIGNER | CHRISTINA FISHER DESIGN

2007–PRESENT

**Design consulting business specializing in identity and branding, print and digital collateral, web design, and infographics**

- **Select past and present clients include:** Goose Island Beer Co.; LG; Western Digital; City of Falls Church, Virginia; Boxfort Studios; Thunderbeast Root Beer; Pirate Bear; Yoga de la Sol; Mitchell Pearson Realtors; Uncorked Studios.