

CHRISTEN VERGADOS



Cvergados@gmail.com



(617) 794-7660



Los Angeles, CA 90069

PROFESSIONAL SUMMARY

Creative, hands-on professional with expertise in graphic design, art direction and project management.

SKILLS

Adobe Creative Suite

Digital design

Logo creation

Social Media Design

Branding and Identity

Adobe After Effects

Creative Direction

Artistic vision

EDUCATION

MERRIMACK COLLEGE

N.Andover, MA

BA in Marketing

EMERSON COLLEGE

Boston, MA

Certificate in Media

Production:Film

SANTA MONICA COLLEGE

Santa Monica, CA

Certificate Program-Graphic Design

WEBSITES, PORTFOLIOS, PROFILES

- <https://www.cvdesigning.com>

WORK HISTORY

Cv Designing - Graphic Designer

Remote • 01/2013 - Current

- Develop creative design for print materials, logos, brochures, banners, websites, and signs.
- Create engaging social media graphics that drive user engagement and increase online visibility.
- Create digital image files for use in digital and traditional printing methods.
- Improve client satisfaction by creating visually appealing and impactful graphic designs for various marketing materials.
- Employ design fundamentals when selecting typography, composition, layout, and color in design work.
- Develop innovative design concepts that effectively communicate brand identity and boost overall brand awareness.
- Manage multiple projects simultaneously, ensuring timely completion of deliverables while maintaining high-quality standards.

COLDSMOKE APPAREL- - Brand Manager - E-commerce and Digital Marketing

Venice, CA • 01/2015 - 10/2022

- Designed content for Marketing, apparel in-store visuals. Create version layouts and run quality control checks on all assets prepared for hand-off, ensuring that assets are compatible with corporate standards related to visual style/branding guidelines.
- Completed retouching, editing, color correction on photos required for website and marketing. See through to production on a variety of projects.
- Collaborated with creative partners to develop concepts, and strategic ideas that can be effectively executed within a variety of consumer channels, and a range of mediums
- Created email newsletter campaigns for promoting apparel and events.

- Stayed up-to-date with design and trends, photography and print production techniques, proposing new technologies and sharing this knowledge with the team.
- Managed brands presence on product discovery sites Spring, Luv It, and Fancy.
- Designed for digital and print platforms (including newsletters, city Billboards, social media, invitations, printed journal and more)
- Art Direction for photo Shoots. Assisted in casting.

WANDERLUSTBETTY - Creative Director

01/2016 - 03/2020

- Elevated company reputation through consistent delivery of high-quality creative content.
- Monitored industry trends to keep creative materials fresh and engaging.
- Built strong relationships with clients, leading to long-term partnerships and repeat business opportunities.
- Developed high-impact creative trailers and promotional content for company campaigns from concept to completion.
- Managed campaigns with specific focuses in order to meet customer needs and creative visions.
- Designed look books, website, and marketing collateral for digital and print
- Designed emails
- Organized, casted, and directed photo shoots
- Edited photos; Color correction, Retouching
- Textile Design
- E-Commerce Management

PRACTICAL SKILLS

- Social Media Management
- Branding
- Typography
- Composition
- Treatments
- Layout
- Key Art
- Art Direction