



CHRISTINA GOMBA

GRAPHICS & WEB DESIGNER

CLEAN - INSPIRING - UNIQUE

Dedicated, driven, and innovative designer with more than 5 years in Creative Design in positions with increasing levels of complexity. Customer focused and able to bring the mission to life. Expertise in designing packaging, e-Commerce websites, logos, branding, and signage. Works well on both Mac and PC interfaces. Known for my collaborative style to maximize efficiencies and meet tight deadlines.



CONTACT

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🌐 JinoraDesigns.ca (portfolio)



KEY SKILLS

Creative Thinking | Collaboration & Teamwork | Mockups & Wireframes | Brand Recognition | Typography | Illustration | Strategic Thinking | Organization & Planning | Logo Design | Vector Drawings | Prototyping | Infographics | User Analysis | User Personas | Information Architecture | Live Sports Filming | Story Boards | Customer Focused | Ability to Articulate the Vision

PROFESSIONAL EXPERIENCE

The Ontario Regiment RCAC Museum (June 2019 – Present)

Probono Graphic Design Consultant

- Designed promotional flyers, to be used for digital and print marketing resulting in increased sales for museum shop.
- Designed graphics & illustrations for retail shop including merchandise & marketing materials.
- Consulting and concept designer for mobile shop trailer, including photo manipulation.

MARKLYN CO. INC. (July 2015 – July 2019)

Graphic Designer

- Developed packaging artwork through to production following industry standards and brand guidelines for Marklyn brands and private label packaging for vendors such as Walmart, Advanced Auto Parts, and AutoZone.
- Designed innovative packaging and signage for cohesive 12ft planogram that resulted in 2x shelf space and business allotted to Marklyn at Canadian Tire.
- Full page ad featured in Car and Driver Magazine resulting in incremental sales and website traffic increase of 400%.
- Created original illustrations & typography to be used on soft good and accessory products.
- Conducted brainstorming sessions to problem solve & find solutions for design challenges.
- Created and tested package dye lines for boxed and blistered packages to meet product size, budget, and retail shelf space requirements.
- Proactively researched stock images, design trends, and competitor packaging.
- Produced product photography and provided art direction on photoshoots.
- Designed graphics and layout for in store signage, product displays, sales materials, and product installation instructions.
- Collaborated with a team of designers to maximize efficiencies and meet tight deadlines.
- Communicated with Product Management, Sales teams, and Buyers for feedback.
- Created 3D renderings of packaging, in store signage, and point of purchase displays for sales presentations.
- Created and implemented processes and procedures to help company run more efficiently.

Web Designer

- Improved Marklyn's web presence by designing 6 mobile responsive e-commerce websites for company sub brands using WordPress & Magento, increasing web revenue by 30%.
- Created branded website mockups for content and layout approval.
- Doubled daily website traffic on main sites.
- Designed website graphics for advertising banners and other visual elements.
- Managed and maintained all websites ensuring all content and software is up to date.
- Provided and analysed Google Analytics tracking reports.

Social Media Specialist

- Managed social media accounts for 5 brands (4 Facebook pages and 2 Instagram accounts).
- Planned, scheduled & promoted content for optimal engagement based on analytics tracking.
- Increased total following on Instagram by approximately 900% +
- Increased total following on Facebook by approximately 16,600%.
- Increased engagement resulting in a regular flow of user generated content.
- Collaborated with larger accounts to run contests and increase following.
- Engaged customers by replying to comments and posting shout outs.
- Provided customer service via Facebook Messenger & Instagram Direct Messenger.
- Created promotional and informative video content for YouTube page.
- Provided social media data and infographics for presentation decks to sales team.

JINORA DESIGNS (June 2012 - Present)

Freelance Graphics & Web Designer

- Produced a wide variety of work including, but not limited to: book covers, responsive WordPress websites, posters, logos, flyers, marketing materials, Illustrations, and photography using Adobe Creative Suite.
- Batch processed & edited images to provide clients with usable files and a polished product.
- Scheduled & conducted client meetings to discuss progress, timelines, challenges, and results



TECHNICAL SKILLS

HTML5 & CSS | JavaScript & jQuery
PHP | WordPress & My SQL | Adobe
Dreamweaver | Adobe Illustrator |
Adobe InDesign | Adobe Photoshop |
Adobe After Effects | Adobe XD |
Sketch | inVision | Final Cut Pro |
Microsoft Office Suite | Google Suite |
Google Analytics



RELEVANT COURSE WORK

Digital Design | Web Design
Videography | Documentary Film
Photography | Image Processing
Film Study | Intro to Journalism & PR
| Intro to Media Writing | Marketing
Mass Communications | Visual
Communications | Learning Adobe
XD | Sketch for UX Design | Analysing
User Data | Creating User Personas |
Ideation | Creating Scenarios and
Storyboards | Paper Prototyping |
Information Architecture |
Multidevice Design | Prototyping |
Implementation Planning



INTERESTS & HOBBIES

Aerial Arts | Paddle Boarding | Neuro
Science | Robotics | Fashion |
Gymnastics

EMERGE 2015

Art Director & Live Blogging Team Lead (January – May 2015)

- Produced brand and visual guidelines for EMERGE 2015 graphic designers, ensured visual consistency throughout
- Designed page layouts for EMERGE Magazine and EMERGE Mini Magazine.
- Provided constructive feedback to designers as well as Adobe Creative Suite tutorials when needed.
- Assembled a team of bloggers and provided them with writing guidelines, schedules, and live blogging tutorials.
- Live blogged workshops, open panels, and keynote speakers for EMERGE T.O 2015 using 24liveblog.

Student Web Designer (September – December 2014)

- Designed page layouts that were sensible for the content, clean and easy to use
- Installed and customized a Wordpress theme using the Wordpress dashboard and Dreamweaver CS6.
- Collaborated and coordinated with a team of designers to brainstorm ideas and choose a theme.
- Reviewed design with event coordinators to ensure that we met their requirements and gained their approval.

BRAMPTON BEAST HOCKEY CLUB (January – April 2015)

Digital Media Executive Internship

- Assisted with video shoots for in-house commercials and themed game materials.
- Designed promotional materials for print, web, video, social media, and corporate packages.
- Provided show control for live hockey videoboard as well instant replay and PTZ camera during games.
- Performed camera setup and filmed games using main follow camera and corner camera providing footage for officials and instant replay.

RECREATIONAL COACH AT FUTURES GYMNASTICS (August 2011 - Present)

EDUCATION & TRAINING

UNIVERSITY OF GUELPH – HUMBER (September 2011 - April 2015)

University of Guelph

- Honours Bachelor of Applied Arts in Media Studies

Humber Institute of Technology and Advanced Learning

- Diploma in Media Communications