



CHRISTIE DWYER

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🌐 christiedwyer.com

📍 rutherford, nj

Highly motivated and independent Freelance Graphic Designer interested in both print and web design. Experience in eCommerce, email marketing, WordPress and social media. Goal oriented, creative individual with a passion for fine arts as well as creating projects by hand. Fully equipped with Creative Cloud and a creative mind.

EDUCATION

BFA, GRAPHIC DESIGN
NEW JERSEY CITY UNIVERSITY
2007-2010

AAS, VISUAL COMMUNICATIONS
SUNY ORANGE
2003-2006

SKILLS

PHOTOSHOP	<div><div></div></div>
ILLUSTRATOR	<div><div></div></div>
DREAMWEAVER	<div><div></div></div>
HTML/CSS	<div><div></div></div>
ECOMMERCE	<div><div></div></div>
CREATIVITY	<div><div></div></div>

CURRENT

GRAPHIC & WEB DESIGNER, FREELANCE

- Design consultant for a variety of local and remote clients. Creatively involved in web and print design as well as social media and marketing campaigns. Currently accepting new clients.

2016 - PRESENT
Rutherford, NJ

EXPERIENCE

GRAPHIC DESIGNER, ECOMMERCE, SOCIAL MEDIA

- Designs graphics for advertisements, ecommerce, social media, and printed materials.
- Packaging design and headers for potential products and presentation mock-ups.
- Creates marketing content, giveaways and promotions for email marketing and social media campaigns.
- Designs and builds unique email newsletters using HTML and CSS and distributes them using MailChimp.
- Manages and maintains product information, website content and graphics for Blumenthal's ecommerce website.
- Maintains a seamless user experience for both wholesale and retail ecommerce websites.
- Creatively thinking of new products or website keywords while utilizing analytics information.
- Product photography and editing for printed catalog and digital items.

BUTTONS.COM
Fairfield, NJ
2012-2016

HIGHLIGHTS

- Organized transition of new retail website in May 2014 helping the company to successfully transition online from b2b to b2c.
- Redesigned buttons.com website and improved user experience by creating a new category structure.
- Facilitated the company's growth in social media

EXPERIENCE

GRAPHIC AND WEB DESIGNER

- Successfully managed and coordinated graphic design projects for clients focused on their specific business strategies and marketing campaigns.
- Designed website layout using Photoshop and Illustrator.
- Maintained updated website banners and graphics to ensure brand consistency.
- Collaborative efforts with clients to deliver their vision through creative web design development within deadlines.
- Design and HTML/CSS coding of email newsletters using Dream-Weaver.
- Directly involved with all aspects of web design and development from inception through completion.
- Maintained and updated websites using Dreamweaver and or a CMS.
- Edited websites using HTML and CSS.

DESIGN ASSISTANT/SIGN PRODUCTION [Intern]

- Responsible for designing logos, business cards, flyers, restaurant menus, coupons and a variety of other marketing materials based on client need for a wide variety of clients in multiple lines of business

DESIGN ASSISTANT [Intern]

- Worked with clients to design invitations, flyers, coupons, direct mailers and other advertising materials

SEARCH MARKETING GROUP

Englewood Cliffs, NJ

2011 - 2012

PRINTING PLUS

Central Valley, NY

2005

ARTISTIC IMAGES

Monroe, NY

2004