

CHRISTINE PETROFF

SENIOR GRAPHIC DESIGNER & PROJECT MANAGER

619.723.1871 PETROFF.KRISTY@GMAIL.COM [PORTFOLIO AT HATETOFAKEIT.COM](#)

Accomplished creative Senior Graphic Designer and Project Manager with over fifteen years of experience and demonstrated ability. Able to manage multiple projects, prioritize tasks and meet deadlines while maintaining pixel perfect accuracy. Excited to work on new projects finding creative solutions independently or in collaboration with a team. I am a hard-working versatile designer hoping for a challenging position that allows me to utilize creative skills and be a part of something bigger than myself.

PRODUCTION / PACKAGING DESIGNER Contract - Remote

MARCH 2020 – PRESENT

Responsible for creating original packaging designs for consumer goods for retail, online and seasonal. Creating dielines, logos, pattern design, background illustration, photo development and correction, product mockups, and packaging mockups.

PRODUCTION / PROJECT MANAGER Seven20 - San Diego, CA

SEPT 2017 – MARCH 2020

Developed housewares, novelty, stationery, drinkware, kitchen accessories, paper goods, and textiles for licensed properties Star Wars, Disney, Sanrio, Marvel, DC, Doctor Who, Harry Potter and more. Production management experience approving productions, proofing packaging, working directly with manufacturers producing consumer goods for big box retailers – Walmart, CVS, Walgreen's, HOT TOPIC, Spirit Halloween and Amazon. Designed custom licenser packaging, product photography, large B2B sales events like New York Toy Fair. Ability to create large amounts of prototype packaging.

PACKAGING DESIGNER JINX Inc. - Poway, Ca

JULY 2016 – APRIL 2017

Responsible for creating original packaging designs for video game brands Minecraft, Overwatch, Rocket League, The Witcher III, Halo, Counter Strike, World of Warcraft, Heroes of the Storm, and Hearthstone. Designing for mass market, specialty and international retail: toy sets, blind boxes, collectible series, apparel hangtags, accessories hangers, control display units/POPs, custom dielines, patterns, security stickers, holographic hat stickers, illustrations, prototype packaging and handling daily packaging updates.

SENIOR GRAPHIC DESIGNER

OCT 2005 – AUG 2013

X-1 Audio Inc., formally H2O Audio Inc. - San Diego, Ca

Helped created and build the band leader in waterproof, weatherproof and sweatproof headphones, cases and accessories for athletes, with over a decade of technological innovation including seven registered patents and approximately \$5M in annual sales. There I was responsible for:

Web Design and E-Commerce Development: Responsive website design and development, landing pages, created weekly sales driven newsletters for 35,000+ subscribers, Amazon product pages, web banners, webskin ads and content development.

Graphic Design and Print: Print ad campaigns, catalogs, datasheets, B2B sales guides, POP displays, promotional and event specific postcards, stickers, t-shirts, event booth design, large scale tradeshow graphics, banner flags and pop-up tents.

Packaging Design and Dielines: Producing hangtags, clamshells and unique packaging for big-box retailers such as Apple, REI, Costco and Dick's Sporting Goods. Developed product instruction manuals photos and copy writing.

Photography and Art Direction: RAW format product and lifestyle photography for packaging and online, photo editing, maintaining and organizing art server. Experience leading a design team and interns as well as art directed studio and on location photo shoots with third party photographers.

PROGRAMS

Adobe Creative Suite, WordPress, HTML, CSS, Responsive Design, W3C Compliant, Microsoft Office, MailChimp, TeamWork, Magento E-Commerce, WooCommerce, Mac and PC

EDUCATION

ART INSTITUTE OF CALIFORNIA SAN DIEGO
Bachelor of Science
in Interactive Media Design

ABOUT ME

I LOVE KNITTING,
SNOWBOARDING
& FILM PHOTOGRAPHY

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PACKAGING



PRINT CATALOGS



PHOTOGRAPHY



WEB DEVELOPMENT

