

Experience

Christina Latina {design}: Print, identity, branding and web design (2006–current)

As a freelance designer, I have developed successful solutions to projects in branding, publication, identity and self promotion, marketing and advertising, print and web design and development. I've worked with such clients as small business owners, large corporations, non-profit organizations, publications, photographers and fine artists. I continuously strive for the most responsible and successful communication solutions for client design projects while continually researching and developing projects in both my personal work and future work in design education.

Squirrel & Acorn Press: Creative director and designer (2009–2010)

Small graphic design, screen printing and letterpress printing cooperative with design and print work that includes posters, T-shirts, cards, marketing material and everything in between. The cooperative specializes in illustration and small-scale design projects, specifically working with fine artists, musicians and on collaborative multimedia projects. As a designer working with this collaborative, I gained valuable technical skills in printing and illustration technique as well as developed a strong proficiency in collaborative creative work and art direction.

Porter Design: Junior Graphic Designer (2008–2009)

As a junior designer at this multidisciplinary firm, I worked on a wide range of projects including corporate identity, print collateral, publications, catalogs, marketing/advertising campaigns, trade show graphics systems and web design and development. Working closely with clients including The American Wine Society, Isotech, Marriott, GUAA, Gwinnett Community Clinic and NAMB enabled me an understanding of the business operations pertinent to successful design practices while also continuing to refine my technical and theoretical practices as a graphic designer.

Working Class Studio: Product designer and research intern (Summer 2008)

As a design and research intern, I acquired a thorough knowledge of the market, research and production practices specific to the home accessories industry as well as gained experience in client relations, B2B, art direction and product prototyping techniques. I collaborated with other creative professionals designing products for the home accessories market produced under the Working Class Studio label. We collaboratively developed a seasonal tote bag for Barnes and Noble and I individually designed a set of cork coasters. Products can be viewed online at www.workingclassstudio.com.

Skills

- Expert in Adobe CS5; proficient in Flash, XHTML/HTML, CSS, CMS; basic knowledge of PHP and Javascript
- Comprehensive knowledge of the theory, principles and practice of graphic design in a multiplicity of medias
- Comprehensive research, file processing/organization, and prototype/presentation production skills
- Experience in collaborative projects with creative professionals in varying disciplines of creative work
- Excellent written and verbal communication skills; editing and proofing, copywriting, proposals, briefs, etc.
- Thorough knowledge and practice of analog film exposure, processing and printing methods/techniques
- Thorough knowledge of digital photography, digital photo manipulation/retouching, and digital printing
- Experienced in screen printing, letterpress, sewing, sketching, storyboarding, and illustration

Education

MFA in Communication Design
PRATT Institute
Expected graduation May 2012

BFA in Graphic Design and Photography
Savannah College of Art and Design
Graduated May 2008

Honors

PRATT Merit Scholarship 2010–2012
SCAD Dean's List 2006–2008
SCAD Combined Artistic Merit Scholarship recipient
Lake Burton Artistic Merit Scholarship recipient 2004–2008

References upon request