

Christine Schwartz

SENIOR GRAPHIC DESIGNER / BRAND & PACKAGING DESIGNER

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SUMMARY

Senior Graphic Designer with 13+ years of experience across branding, packaging, and direct-to-consumer (DTC) campaigns for wellness, lifestyle, and regulated product brands. Led 30+ product launches and developed packaging systems for 20+ SKUs. Known for building scalable brand systems, designing conversion-focused digital experiences, and collaborating cross-functionally to drive measurable growth.

PROFESSIONAL EXPERIENCE

Founder and Brand Consultant, Creative Proz | Remote

Mar 2022 – Present

Founded and operated a registered design LLC delivering brand identity, packaging, and marketing materials for wellness and small businesses, while advising owners on positioning and launch strategy.

- Delivered complete branding suites for 12+ businesses (logos, packaging, digital assets), driving more substantial market presence and boosting online sales growth.
- Engineered packaging systems for 20+ SKUs, aligning with regulatory standards and reducing reprint errors by 15%.
- Applied AI tools to streamline regulatory copy review and packaging consistency checks across multiple SKU product lines.
- Orchestrated brand refreshes and sub-brand launches, resulting in a 25% increase in customer engagement post launch.
- Conceptualized 12+ interactive trade show booths per year, leveraging multimedia to elevate brand presence and generate 50+ qualified leads per event.
- Analyzed e-commerce performance data and customer engagement metrics to refine packaging visuals and product messaging, contributing to a 20–30% increase in online conversion rates.

Senior Graphic Designer, VQ OrthoCare | Remote

Jun 2019 – Feb 2026

Directed design strategy for VQ OrthoCare and 4+ sister brands, producing 20+ packaging SKUs and hundreds of cross-channel marketing materials that enabled product launches, campaigns, and trade shows across regulated medical and wellness markets.

- Engineered packaging systems across 3 major product categories, reducing production errors, minimizing material waste, and improving cross-SKU consistency.
- Led 10+ product launches, developing trade show exhibits, campaign collateral, and digital assets that elevated sales enablement and brand visibility.
- Built and implemented a comprehensive brand guide across 10 divisions, increasing visual consistency and improving brand recognition by 60%.
- Optimized project management workflows using AI-enabled and automation tools to improve task visibility, cross-functional coordination, and campaign turnaround efficiency by 30%.
- Designed packaging systems incorporating QR codes and digital resource integration, bridging physical products with online IFUs and education platforms to enhance user access and reduce print dependency.
- Redesigned the literature fulfillment system, cutting asset ordering turnaround from 2 weeks to 3 days.
- Produced multi-platform social media visuals and video content, increasing follower engagement by 25% and advancing product education initiatives.

PROFESSIONAL EXPERIENCE (continued)

Graphic Designer II, VQ OrthoCare | Irvine, CA

Aug 2015 – Jun 2019

Executed multi-channel marketing and product education design for healthcare audiences.

- Directed cross-department design initiatives that increased campaign engagement and cut production delays by 30%, delivering brand-aligned, market-ready visuals.
- Created 200+ digital and print assets annually (brochures, infographics, ad campaigns) that expanded sales reach and strengthened patient education.
- Launched immersive booth designs at 10+ national medical conferences, generating 200+ qualified leads per event and engaging 5,000+ healthcare professionals.
- Created illustrations and product visuals featured in 50+ product presentations and campaigns, enhancing B2B and patient-facing communications.
- Led implementation of structured project intake and tracking systems, reducing late delivery by 30% and improving cross-functional execution efficiency.

Graphic Designer I, VQ OrthoCare | Irvine, CA

Aug 2012 – Aug 2015

Delivered production-ready visual design across print and digital channels, contributing to product launches and integrated marketing campaigns.

- Generated 100+ pieces of marketing collateral annually, including brochures, posters, manuals (IFUs), catalogs, and prescription forms that supported product launches.
- Partnered with the web team to create site visuals and 75+ digital elements (banners, buttons, graphics) that strengthened online brand identity.
- Designed exhibit and event graphics displayed at regional and national medical conferences with audiences of 1,000–3,000 attendees.
- Collaborated with senior designers and directors on concept to production projects, ensuring cohesive visuals across 4 product divisions.

SKILLS & PROGRAMS

Skills: Branding & Visual Identity, Packaging Design (Retail, E-Commerce, Regulated), Multi-Channel Campaigns (digital + print), Product Launch Support, Trade Show & Event Design, Collateral & Print Design, Digital Illustration & Typography, Prepress & Print Production, Motion Graphics & Animation, Storyboard & Slide Deck Creation, Social Media & Marketing Collateral, Landing Page & E-Commerce Experience Design, Generative AI for Image & Video Concepting, AI-Assisted Creative Workflows, Project Management Tools

Programs: Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Acrobat, Dimension, Express), Figma, Procreate, Canva, WIX Studio, Squarespace, Web Flow.

EDUCATION

Associate of Arts in Digital Arts - Golden West College, Huntington Beach, CA

May 2012

CERTIFICATIONS

- Social Media Marketing Certification, HubSpot Academy, 2025
- Graphic Design and Production Certification, Golden West College
- Graphic Design Foundation Certification, Golden West College
- Advanced Graphic Design Production Certification, Golden West College