

Christine Schwartz

SENIOR GRAPHIC DESIGNER | MARKETING, BRANDING & PACKAGING

cischwartz31@gmail.com | (208) 654-3060 | Star, ID | Portfolio: www.christinegraphicdesigns.com

SUMMARY

Senior Graphic Designer with 13+ years of experience within in-house marketing teams supporting healthcare and wellness brands across B2B, provider, payor, wholesale, and consumer audiences. Led 30+ product launches and developed multi-channel campaign creative across digital, print, paid media, and trade events. Known for delivering brand-consistent, strategic design that strengthens product visibility, sales enablement, and cohesive marketing execution.

PROFESSIONAL EXPERIENCE

VQ OrthoCare, Irvine, CA

Aug 2012 – Feb 2026

Promoted from Graphic Designer I → Graphic Designer II → Senior Graphic Designer within the in-house marketing team supporting healthcare and wellness product launches and campaigns across B2B, provider, payor, and consumer audiences.

Senior Graphic Designer

Jun 2019 – Feb 2026

- Led 10+ product launches, developing integrated campaign assets across digital, print, social media, and trade events to support sales enablement and brand visibility.
- Built and implemented a comprehensive brand guide across 10 divisions, improving visual consistency and reinforcing 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%.
- Developed trade show exhibits and environmental graphics supporting national sales initiatives.
- Redesigned the literature fulfillment system, reducing asset turnaround from 2 weeks to 3 days and improving marketing operations efficiency.
- Integrated QR-enabled packaging systems linking physical products to digital IFUs, education platforms, and a web-based track-and-trace system, extending the customer experience beyond the physical product and supporting regulatory transparency.

Graphic Designer II

Aug 2015 – Jun 2019

- Directed cross-department design initiatives that increased campaign engagement and cut production delays by 30%, delivering brand-aligned, market-ready visuals.
- Produced 200+ digital and print marketing assets annually, including brochures, infographics, ad campaigns, and sales collateral that expanded reach and strengthened B2B communications.
- 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.

Graphic Designer I

Aug 2012 – Aug 2015

- 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.
- Collaborated with senior designers and directors on concept to production projects, ensuring cohesive visuals across 4 product divisions.

PROFESSIONAL EXPERIENCE (continued)

Founder and Brand Consultant, Creative Proz | Star, ID (Freelance) 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, including logos, packaging, and digital marketing assets that elevated market presence and supported online growth.
- Orchestrated brand refreshes and sub-brand launches, contributing to a 25% increase in post-launch customer engagement.
- Designed direct mail campaigns, trade show materials, and customer-facing collateral to support outreach and lead generation efforts.
- Engineered packaging systems across 20+ SKUs, ensuring regulatory compliance and reducing reprint errors by 15%.

SKILLS & PROGRAMS

Skills: Multi-Channel Campaigns (Digital + Print), Branding & Visual Identity, Product Launch Support, Social Media & Marketing Collateral, Trade Show & Event Design, Packaging Design (Retail, E-Commerce, Regulated), Motion Graphics & Animation, Storyboard & Slide Deck Creation, Digital Illustration & Typography, Prepress & Print Production (Offset, Digital Printing; Dielines, Bleeds, Trapping, Spot Colors, Coatings, Varnishes, Foils, Specialty Finishes), Vendor Coordination, Landing Page & E-Commerce Experience Design, AI-Assisted Creative Workflows, Generative AI for Image & Video Concepting, Project Management Tools

Programs: Adobe Creative Cloud/Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere, Acrobat, Express), Figma, Procreate, Canva, Wix Studio, Squarespace, Webflow.

EDUCATION & CERTIFICATIONS

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

Certifications:

Social Media Marketing – HubSpot (2025) **Credential ID:** 7e349b0349774a7ca064f617db6ab33a

Graphic Design & Production Option – Golden West College (2012)

Graphic Design Foundation – Golden West College (2012)

Graphic Design Advanced Production – Golden West College (2011)