

Lehigh Valley, PA
484.547.4860

christin.yurchick@gmail.com

christinyurchick.com (*professional portfolio*)

mountainparkstudio.com (*event design*)

EDUCATION

Kutztown University of Pennsylvania

BFA in Communication Design | May 2006

- Concentrations in Graphic and Advertising Design (*Magna Cum Laude*)

SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe XD
- Microsoft Office
- Adobe Lightroom
- Adobe Acrobat
- Figma / Basic HTML
- Typography
- Digital Rendering
- Package Design
- Branding/Marketing
- Photography/Photo Editing
- Product Development/Sourcing
- Product Specifications
- Blister Creation/Package Comp

Committed to delivering highly-polished designs and thrives in a deadline driven environment. Superior communication skills and organization of files. Adept in pre-press preparation of files. Experienced in researching current market trends, target audiences and competitors' activities. Proficient in the development and production of consumer product goods. Experienced in working together with both small and large design teams, marketing and sales teams, retailers and international factories. Extremely efficient and productive when working remotely.

Manages a freelance design business with professionalism while maintaining a close relationship with clients. Utilizes a strong attention to detail and quality in developing unique stationery customized for each individual client.

PRODUCT/GRAPHICS CATALOG:

adult. kids activity kits & toys
art & craft supplies
novelty. fitness. automotive
metal. wood. plastic. wall decor
laminated MDF. canvas. art prints
photo frames. collages
scrapbooks. photo albums
home. office organization. hooks. shelving. cubes
plastic injection molding. wood. metal
ceramic mugs. housewares
wine. beer. cocktail housewares
glassware. drinkware. dinnerware

INDUSTRY EXPERIENCE

ArtSkills, Bethlehem, PA

Mid-Level Graphic Designer | September 2020 - Present

- Create effective visual solutions for both one-off products as well as new product lines. (Walmart, Amazon, Dollar General, Sam's Club, CVS, Walgreens, etc).
- Manage all facets of the product design process from trend research to final product, including alignment with marketing, product sourcing, pricing, and mock-ups.
- Direct and lead a team of designers for activity, toy and craft categories in retailers such as Dollar General, Walgreens and Sam's Club.
- Create and manage all packaging aspects including optimization of dimensions for cost effective shipping, blister creation, package dielines and PDQs.
- Complete full scale photography sessions of content and in use shots for product packaging and instruction sheets.
- Developed and managed a better system for product development, hosted mini workshops, and assisted in overall team building activities.
- Created the layout and visual aspects of the new ArtSkills website. Managed all aspects of the site development for a successful launch in September 2022. Continuing to develop and refine a user interface that is intuitive and effective at selling product and project ideas.
- Mentor to junior designers, offering training in programs and support in their new role.
- PowerPoint presentations for the marketing team to present to buyers.
- Communication with production facilities in China.

Mountain Park Studio, Allentown, PA

Owner and Graphic Designer | June 2008 - Present

- Create and produce custom event stationery, with focus primarily on weddings, birthdays and showers
- Design corporate identities such as logos, business cards, mailers, programs, and advertising

Boston Warehouse Trading Corporation, Norwood, MA

Product & Graphic Designer | November 2013 - March 2020

- Worked closely with the creative director to create unique and on trend products and graphics.
- Developed new product concepts and specifications to successfully create home decor products for major retailers. (Ross, Pier One, Meijer, BJ's as well as for the Boston Warehouse product line).
- Applied consistent research of current market trends, target audiences and competitors activities to graphic and product designs

MCS Industries, Inc, Easton, PA

Senior Product & Graphic Designer | January 2011 - October 2013

- Developed and managed new product concepts and specifications to successfully create home decor for major retailers. (Bed Bath & Beyond, Walmart, Walmart Canada, Lowes, etc).
- Collaborated with product factories and suppliers in Asia about new product and graphics
- Oversaw production implementation with multiple global manufacturers
- Instrumental in the product development for Bed Bath & Beyond and Walmart

Graphic Designer | June 2006 - December 2010

- Created effective graphic design to enhance product sales for major U.S. and Canadian retailers
- Designed product, packaging, and store display graphics along with selecting stock photography in order to effectively enhance photo frames
- Created marketing strategies and supporting design for product packaging and in-store point of sale purchase displays
- Collaborated with product managers to render and lay out products in store planograms for presentation to buyers
- Followed style guides for product packaging
- Developed concepts and patterns for scrapbooks, photo albums, and photo boxes
- Assisted in the art direction and mentoring of junior designers and interns