

## Christie Witt

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## Skills & Certifications

- Experience with Adobe InDesign, Illustrator, Photoshop, & After Effects
- HTML/CSS coding in a responsive setting
- Video editing
- UI Design for software interfaces and product touchscreen interfaces
- Experience with content management systems (Drupal and WordPress)
- Experience with marketing automation tools such as MailChimp, Marketo and HubSpot
- Ensuring brand integrity across all platforms

## Experience

### **Canadian Association of University Teachers - *Ottawa, Canada***

October 2021 - October 2022 (Term)

Duties: Lead Graphic Designer for web, print, email marketing, and social media. I ensure the consistent application of branding and design standards on all CAUT projects. I manage and maintain the stock image library. I also design the monthly CAUT Bulletin for offset printing, including the layout and preparation of all advertising and editorial pages. I also provide technical support to management and staff during virtual event preparation.

### **Speech-Language & Audiology Canada - *Ottawa, Canada***

October 2020 - October 2021

Duties: Lead Graphic Designer for all SAC projects, including the website, blog, advertisements, social media graphics, templates, collateral, and video production. I developed sub-brands for new programs and projects while ensuring brand consistency and integrity with the SAC brand. I managed all elements of production for the Canadian Journal of Speech-Language Pathology and Audiology (CJSLPA), including ensuring style-guide adherence, the production calendar, the editorial process, layout/design, and distribution.

### **Eclipse Foundation - *Ottawa, Canada***

December 2019 - October 2020

Duties: Lead Graphic Designer for web, print, email marketing, and social media. Ensuring brand consistency and integrity behind the Foundation and Working Group logos and brand guidelines. This includes the production of event signage, tradeshow collateral, presentation templates, e-books, whitepapers, promotional videos, and custom photography. Managing multiple projects in a fast paced environment, while also ensuring brand consistency across all platforms.

### **Samuel Associates - Ottawa, Canada**

August 2019 - December 2019

Duties: Developed and executed digital marketing plans for Samuel Associates and its clients on a consulting basis. This included presentation decks, brochures, infographics, website design and development, email campaigns, SEO optimization, Google analytics reports, social media announcements, and press releases.

### **Canadian Physiotherapy Association - Ottawa, Canada**

August 2018 - August 2019

Duties: Lead Graphic Designer for web, print, email marketing, and social media channels. Ensuring brand consistency and integrity across all channels. This includes program branding and logos, branding for online courses, congress materials, annual reports, media kits, advertisements, association email templates and large scale signage. I also edited promotional videos as needed.

### **Canadian Internet Registration Authority (CIRA) - Ottawa, Canada**

April 2015 - August 2018

Duties: Lead Graphic Designer for web, print, email marketing, social media channels and art direction of custom photography. Corporate re-brand implementation with brand integrity across all platforms. Providing storyboards, audio and video editing for promotional videos. Managing multiple projects and tight deadlines in a fast-paced, team oriented environment.

### **Epiphan Video. - Ottawa, Canada**

March 2014 - March 2015

Duties: Lead Web Designer for existing website re-design, including implementation of a content management system and an International purchase process. UI design for software and product interface concepts. Provided detailed audio and video product illustrations and graphics as needed. Deployed product launches on website, marketing campaigns, and social media outreach.

### **MediaMiser Ltd. - Ottawa, Canada**

March 2011 - March 2014

Duties: Senior Graphic Designer for various marketing materials. Enhanced company website & social media development. Provided illustrations and photo re-touching when needed. Designed templates for media reports in various formats including HTML, InDesign, Microsoft Word and Powerpoint. Created assets for smartphone application development.

## **Education**

Algonquin College Graphic Design Diploma 2007-2010