

Cristi Lemaster

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Graphic Designer | Production Artist

• Global Creative Services

• Print Design & Web Design

• Team Building & Leadership

Graphic Designer and Production Artist with extensive experience in printing methods and translating visual concepts into reality. Adept at leading collaborating with Production Development, Marketing, vendors, and management to meet clients' requirements. Strong background in product packaging, label designs, apparel design, social media marketing, production printing, and use of Adobe Creative Design Suite.

- ✓ **Broad knowledge of printed retail materials**, including woven, embroidery, denim, printed fabric, heat transfer, thermal transfer, thermal price tickets, hang tags, jokers, and printed paper.
- ✓ **Record of aligning with the Customer Service Team to verify all project specifications** required to complete artwork, get approval, and send product art to Manufacturing.
- ✓ **Expertise in various printing methods**, including Flexo, offset, screen, rotary, and vinyl along with extensive knowledge in print and production such as color separation, dot gain, CMYK, and color correction.

CORE COMPETENCIES

Print & Label Design

Graphic | Apparel Design

Production Art | Printing

Design Direction | Specifications

Social Media Marketing

Develop New Concepts

Create | Translate Design Trends

Marketing Campaigns | Exhibits

Product Packaging

Build Layouts | Sketches

Team Building & Leadership

Cross-Functional Collaboration

Graphic Design Software Tools

Ensure Design Integrity

Kaizen Methodology Certified

TECHNICAL PROFICIENCIES

Adobe InDesign • Adobe Photoshop • Adobe Illustrator • Adobe Dreamweaver • Adobe Flash Player
Apple Keynote • MS Word • MS Excel • ESKO • WordPress

PROFESSIONAL EXPERIENCE

Production Artist | Avery Dennison RBIS

New Albany, OH | 2014 to 2018

Balanced an eye for detail with the right mix of creative and technical savvy to meet customers' apparel design needs, as part of a global creative team. Collaborated with Product Development to create new concepts and production art.

Selected Accomplishments:

- **Presented idea to management** involving the creation of a checklist and worksheet for Customer Service to capture and all project artwork specifications, saving significant time for Artists by avoiding back and forth of questions.
- **Worked with Marketing to create apparel embellishments** for a client who stays ahead of design trends, using heat transfer material for the inside pockets to show through the tear in jeans for a unique look; the client now sells these in all their stores.
- **Set up initial position**, working with New York, Hong Kong, and the internal office to conceive a new process for the region, bringing retail art back to North America and better servicing local RBOs.

PROFESSIONAL EXPERIENCE (CONTINUED)

Freelance Designer | Lemaster Designs

Pataskala, OH | 1998 to Present

Craft original visual concepts and designs for clients by creating illustrations and images with a focus helping them grow brand awareness and sales revenue. Used applications and software tools to develop layouts and bring ideas to fruition.

Selected Accomplishments:

- **Drove the creative process to provide design and layout ideas** to clients in addition to continuous fresh ideas for web and print.
- **Forged and nurtured trusting relationships with customers** through communications, transparency, and a knack for understanding their unique requirements and preferences.
- **Exhibited a keen awareness of all project components** to work within the client's timeline and budget parameters as well as when managing contracts and the billing process.

Graphic Designer | Amanda Hills Distribution

Etna, OH | 2007 to 2011

Created eye-catching visual concepts to convey product ideas to capture the attention of consumers. Designed general layout and production design for marketing campaigns, trade shows, advertisements, corporate material, and more.

Selected Highlights:

- **Took initiative to devise a complete trade show display** by coordinating with other departments and the Design Team to create signage banners and a POP display, allowing the owner to create more traffic and business revenue.
- **Launched a customer-focused email campaign system**, collaborating once a month to gather and send pertinent information to new and existing customers, yielding a lot of new business and positive feedback from customers.
- **Designed private-label bottled water for a large customer base** along with creating all advertising for the company as well as promotional pieces for print.

Senior Designer, Pre-Press | Boehm Inc.

Grove City, OH | 2004 to 2007

Conceptualized and initiated design solutions in alignment with customer's needs. Influenced decision-making by leading creative projects, mentoring junior designers, and developing concepts, layouts, and final production art.

Selected Highlights:

- **Won management approval to rollout a Nexus workflow system for pre-press** by researching and coordinating vital data and a cost plan, yielding savings on film and plate material on top of more accurate proofing.
- **Created designs and worked with supplied art** on offset, screen, and flexographic products in addition to managing vendor contracts and supply orders for the department.
- **Partnered with Sales and customers** to ensure products met customer needs and exceeded expectations while identifying and resolving press-related issues as well as problems with software and equipment.

ADDITIONAL EXPERIENCE

Art Director, Production | WS Packaging, Heath, OH | 1996 to 2004

EDUCATION & CREDENTIALS

Associate of Applied Sciences in Web Page, Digital/Multimedia & Information Resources Design | 2012

The Art Institute of Pittsburgh

Associate of Arts and Sciences/Design & Visual Communications

The Art Institute of Pittsburgh