

Christine Santos

GRAPHIC
DESIGNER

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Graphic designer with a strong background in web and social media design. 3 years of experience in creating infographics, guides, social media posts, paid social ads, and impactful videos, showcasing proficiency in video editing.

EXPERIENCE

Buzz Internet Marketing Group – Graphic Designer

August 2021–Present

As the exclusive web and graphic designer at Buzz, I spearheaded the conceptualization, creation, and supervision of our visual brand, resulting in a cohesive identity implemented across all departments. This effort led to increased brand recognition and a **19% rise in engagement metrics** across internal and external communication channels.

Some of my key projects and activities are:

- Support the management and design of Buzz's website, wireframing new page designs and creating webpages on CMS platforms like Unbounce and WordPress; achieved a **40% increase in website traffic** and a **25% boost in conversion rates within 3 months**.
- Generated innovative ideas for social media campaigns, leveraging industry trends and data-driven insights to create engaging and shareable content, leading to a **50% increase in organic reach** and a **20% boost in website traffic**.
- Develop and standardize templates for new formats of communication, such as client reports, brochures, e-books, infographics, case studies, and presentations.
- Received recognition for designing and implementing a new visual identity system, contributing to a **15% increase in brand recognition and customer engagement**.
- Integrated Figma with version control systems, improving design version tracking and eliminating errors in final deliverables by 34%.

Digital Main Street, Invest Ottawa – Designer

January 2021 – June 2021

- Implemented efficient workflows and streamlined design processes, resulting in a **20% increase in project turnaround time**.
- Managed multiple projects simultaneously, ensuring a **12-hour reduction in project turnaround times** while maintaining highquality standards.
- Collaborated with cross-functional teams to understand project requirements, ensuring designs align with brand guidelines and resonate with target audiences
- Convinced a local small business to adopt the project's visually appealing marketing materials that contributed to a **12% growth in client acquisition**.

EDUCATION & PROFESSIONAL DEVELOPMENT

- Education: Algonquin College | Diploma in Interactive Media Design | Ottawa
 - Professional Development: Freelancing Graphic Designer
- 2018– 2020
2021 – Present
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SKILLS

- Skills: Adobe Creative Suite (Photoshop, Illustrator, Indesign, Premiere Pro, After Effects); Figma; HTML/CSS; Branding; Social Media (Facebook, Instagram, Tiktok); Content Management Systems (WordPress, Unbounce, Wix); Illustrations; Video Editing; Microsoft Office; Canva; Interface Design