CHRISTINE BANIECKI

SENIOR DESIGNER

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EDUCATIONAL BACKGROUND

Pittsburgh Technical College - Oakdale, PA
Graduated, 2006
Associate of Science in Graphic Design
Received high honors in eight consecutive quarters

PRINT

Advertisements
Posters
Stationery
Promotional Design
Banners
One-sheets

DIGITAL

Digital Banners
Email Marketing
Digital Campaigns
Social Media

SOFTWARE

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe XD
Monday.com
ChatGPT
Canva

SKILLS

Communication
Time Management
Typography & Typesetting
Leadership
Project Management
Teamwork

CREATIVE SUMMARY

Senior Designer with 19 years of experience in print and digital design, marketing communications, and publishing. Experienced in creating engaging visual solutions across social media, email marketing, digital campaigns, print materials, and promotional projects. Strong background in typography, typesetting, layout, and production design, with a proven ability to translate ideas and information into thoughtful, cohesive designs for both internal and external audiences. Detail-oriented and collaborative, with the ability to manage multiple projects, meet deadlines, and bring creative concepts from initial idea through final production.

PROFESSIONAL EXPERIENCE

Playaway Products - Solon, OH
Senior Production Designer, Title Art & Design, Dec 2013 - Present

- Design title art and packaging for Playaway Audio and WhaZoodle, with a strong focus on typography, layout, visual consistency, and production accuracy.
- Collaborate with Marketing, Web, Content, Sales, and Production teams to develop digital and print assets and ensure projects meet brand standards and deadlines.
- Develop custom design solutions and packaging templates while maintaining consistency across product lines and marketing materials.
- Create digital assets for web and email marketing, including hero imagery and monthly newsletter graphics.
- Manage multiple projects and competing deadlines in a fast-paced publishing environment, coordinating workflows from initial concept through final production.
- Maintain relationships with publishers and external partners to ensure artwork meets established brand and production guidelines.
- Support company events through photography, event planning, and the development of event-related materials.

Gold Clipper Magazine - Tallmadge, OH
Graphic Designer, May 2008 - Nov 2013

- Created print advertisements from concept through final production for 200+ clients each month in a fast-paced, deadline-driven environment.
- Collaborated closely with the Creative team and Sales Representatives to develop designs that met client needs, publication standards, and deadlines.
- Assisted with the design and production of the company's annual mock-up book, coordinating layouts and preparing materials from start to finish.

Local Insight Media - Macedonia, OH

Artist II, Jan 2007 - May 2008

- Designed information pages for print phone directories, organizing detailed content into clear, easy-to-navigate layouts.
- Applied typography, layout, and visual hierarchy to present large amounts of information in a cohesive and readable format.