



Christine Hauck

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Profile

Dynamic, award-winning graphic designer with over twenty five years of experience creating a wide variety of strategic and conceptual marketing materials that reinforce a client's brand identity while helping to boost sales and foster community good will.

- Experience working with Fortune 500 clients
- Passionate about creating outstanding direct and e-marketing prototypes
- Multi-tasker who delivers quick turn-around for time-sensitive and high-profile design projects
- Supervision of photographers, vendors, illustrators and other designers
- Project management from concept through production with on-time, on-budget results
- Strategic, innovative and creative thinking in projects yielding superlative results
- Instructed peers, designers and clients in graphics applications
- Consulted with clients and offered technical guidance in both print and web
- Solicited competitive bids from vendors, tracked project costs, reviewed and processed invoices in a timely manner for significant cost savings.
- Coordinated with production representatives to print, and mail projects from one location saving both time and money in shipping, NCOA verification and fulfillment costs.

Professional Experience

6/2011 - present

graffeast • Senior Graphic Design Communicator • Work one-on-one with clients or as part of a team to create a wide variety of print, direct mail and e-marketing prototypes for print and web that reinforce a client's brand identity. Social Media, logo design and marketing for Hartland Community Arts (HCA) Hartland JazzFest. **Clients:** The Visiting Nurse Service of New York, HCA, Hartland Community Connections, First Congregational Church of Hartland-UCC, and pilatesplus.

1/2007–6/2011

University Press of New England, Lebanon, NH • Direct marketing, design and advertising associate • Responsible for all creative and design projects for the UPNE marketing and sales departments. Worked with UPNE associates, authors, six member presses, fourteen distributor presses and corporate associates to produce a wide variety of print and e-marketing pieces. These included: sales flyers, corporate identity logos, seasonal catalogues, retractable banners, packaging, signage, print, and Web advertising campaigns. Expertise in accessing databases and market research. Developed and executed all concepts through production. Received numerous accolades. Realized considerable cost savings in shipping and fulfillment through establishing UPNE's non-profit status with printers and the US Post Office and qualifying it for a non-profit mailing rate.

11/1996–11/2006

graffeast • Senior Graphic Design Communicator • Worked one-on-one with clients and as part of a team to create direct mail prototypes, marketing and advertising campaigns, reinforcing a client's brand identity and boosting sales and attendance. Supervision and estimation of projects. Praised for strategic and creative "out of the box" thinking with on-budget and on-time results. **Clients:** The Visiting Nurse Service of New York • Saatchi and Saatchi Advertising Network (*Klemtner Advertising*) • Historic Hudson Valley • Greenwich Family YMCA • Edison Parking Corp. • FIND/SVP, Inc. • Dartmouth College (*Thayer Engineering*) • The Preservation Education Institute (*Historic Windsor, Inc.*), • KAOUD • Equitable • IBM.

1/1995–6/1996

Ciba-Geigy Corporation, Inc., Tarrytown, NY • Senior Graphic Designer Communicator • Worked with other Public Affairs and Communication associates as well as other divisions in the design and execution of corporate identity promotional packages, employee handbooks, signage, direct mail and corporate advertising. Supervision and estimation of all projects. Received accolades for innovative and creative thinking and for designing and implementing solutions that were used by more than one division with cost-saving and super results.



- 3/1994–1/1995** **Fox Pavlika & Partners, Inc., New York City • Art Director/Graphic Designer •**
Worked with advertising agency associates and clients to create and execute business to business brochures, direct mail packages, promotional brochures and advertising campaigns. Supervision and estimation of projects. Managed photographers, illustrators, and other designers. Planned and art directed in-house and on location photo shoots. **Clients:** Saab, Berger Funds, Manhattan East Suite Hotels and Met Life (*START*).
- 2/1989–3/1994** **A.B. Isacson Associates, Inc., New York City • Art Director/Graphic Designer •**
Worked with public relations associates and clients to create and execute industrial and direct mail advertising campaigns, and promotional brochures that won awards, heightened client recognition and boosted sales. Project supervision and estimation. Creative concepts through production. **Clients:** Sonoco Products Company, International Paper and Johnson Wax.
- 6/1986–2/1989** **Johnson & Higgins, New York City • Graphic Designer •**
Worked with corporate associates and Fortune 500 clients to create and execute promotional brochures, signage and packaging that won awards and heightened client recognition. Creative concepts through production. **Clients:** RCA, Texas Instruments, Warner Lambert and Philips Dupont Optical. **Post-graduate graphic design and advertising honors program in Japan.**
- 3/1983–3/1984** **BBDO, Inc., New York City • Assistant Art Director/Graphic Designer •**
Worked with advertising associates to create advertising campaigns, tv commercials and the BBDO's 1982 annual report.

Education

- 1986 **Associate Degree in Graphics/Honors Seminar in Japan, Parsons School of Design**
1980 **B.A. Art History, Vassar College, Poughkeepsie, NY**

Awards

Received numerous accolades for my work from: associates, authors, member presses, UPNE partners and vendors and praised for my strategic, innovative and creative thinking and for on-time, on-budget results. **Other awards include:** Sawyer Award (*2 Awards*); 46th Annual Graphics Arts Show (*6 Awards*).

Technical expertise

- Computer expertise in word processing, web browsing, searching programs and data base applications.
- Proficiency in Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat Pro, Microsoft Office, Quark, Fetch, Filemaker, Powerpoint and Excel
- Expertise in offset and sheet-fed printing and production. Press checks and okays.
- Knowledgeable in HTML programming, Adobe Dreamweaver, Adobe Fireworks, and Web architecture

Professional training

- 2007–present Powerpoint (Lebanon College); Adobe Photoshop, Filemaker, Excel workshops (Dartmouth College)
9/1999 Introduction to Web Design and Web Design with Dreamweaver (Parsons/New School)
8/1992 Advanced Postscript Illustration Seminar (Kodak Center for Creative Imaging)
1989–1990 Macintosh Desktop Publishing (School of Visual Arts)

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