

Chrissi Lawton

graphic designer

As a graphic designer with a diverse portfolio and extensive experience, I am committed to creating unique visual solutions to a variety of marketing challenges. I manage projects through every phase, from initial concept to final production and installation. I excel at meeting tight deadlines, managing multiple projects simultaneously, and independently organizing tasks, while also thriving in collaborative team environments.



CONTACT

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📞 386-503-7425

📍 Tampa, FL

EDUCATION

University of North Florida
Jacksonville, FL

Bachelor of Fine Arts, May 2008
Concentration: Graphic Design

SKILLS

InDesign	Excel
Illustrator	Print Production
Photoshop	Nutrislice
Acrobat	EngagePHD
After Effects	AEMC
Premiere Pro	On-Site
Word	Installations
PowerPoint	Customer Service

WORK EXPERIENCE

Aramark, Tampa, FL • Graphic Designer: October, 2018–Present

- Designed all marketing collateral for the University of South Florida Dining program including posters, banners, brochures, website graphics and client presentations.
- Created logos and brand identities for multiple college dining locations.
- Rebranded sites with limited budgets using large printed murals, window perforations, 3D and digital signs, and customized decor.
- Developed and maintained current website graphics and content to ensure accurate, up-to-date information.
- Gathered and assembled information for corporate presentations, assisting in the acquisition of multiple accounts.
- Provided graphic design support to various universities including three University of South Florida campuses, Jacksonville University, Palm Beach Atlantic University, Flagler College and The University of Central Florida.
- Trained and managed multiple graphic designers and mentored other designers within the regional Aramark team.

Isel Inc., Jacksonville, FL • Graphic Designer: February 2010–November 2017

- Designed all product labels, brochures, technical documents, customer handbooks, mailers & trade show displays, for Isel, Inc.
- Worked directly with hundreds of clients to create customized, private-label marketing materials and product packaging.
- Designed logos, icons, and comprehensive brand identities to differentiate product lines, enabling them to be marketed and sold as cohesive sub-brands.
- One of these sub-brands was sold primarily for the international market; trade show graphics and banners were produced for use at major exhibitions across Europe.
- Filmed and edited videos highlighting product performance and lab test results.