

Christie Evenson

ENTREPRENEURIAL DESIGNER WITH 9 YEARS IN UX/UI, BRAND DESIGN, & ART DIRECTION

(517) 775-1344

design@christieevenson.com

portfolio.christieevenson.com

EDUCATION

Bachelor of Fine Arts (BFA)

Design Specialization
Michigan State University

EXPERIENCE

Wilson Sporting Goods

Digital Designer | Oct 2023 - Nov 2024

Christie Evenson Design Studio

Art Director | Jun 2018 - Present

Wisconsin Foundation and Alumni Association (WFAA)

Graphic Designer | Oct 2015 - Jun 2018

Upshot Agency

Art Direction Intern | Jun 2015 - Aug 2015

ACCOLADES

2017 PRINT Regional
Design Award Winner
Regional Design Awards- Midwest

Bronze CASE Award
for Invitation Design
Circle of Excellence Awards 2017

SOFTWARE

Figma
Adobe Creative Suite
Microsoft Office Suite

SKILLS

Omni-Channel Design for Fitness & Sportswear Brands

- Designed extensive campaign toolkits across all brand channels (web, email, social, print, and in-store) for fitness and sportswear/fashion ecommerce brands, including Wilson, lululemon, New Balance, and The Barre Code.
- Worked on the One Wilson team that specialized in creating visual cohesion across all BU's and the entire digital brand ecosystem.
- Enhanced my knowledge of current design and fashion trends.

Brand Strategy & Identity Design

- Developed and analyzed the competitive market, audience personas, tone of voice, core values, and color theory to create stand-out brand identities.
- Established the brand logos, color palette, typography, illustrations, graphics, and photography style for 30+ boutique fitness studios and wellness professionals, and delivered a detailed style guide for best practices.

UX/UI Design

- Conceptualized and executed 50+ websites through every step of the creative process, from user flow to strategic wireframes, mockups, and designs that create a seamless customer experience.
- Leveraged consumer behavior data to continuously innovate and elevate the Wilson.com homepage experience, while cohesively representing brand campaigns from multiple BU's.

Photography Direction & Shoot Planning

- Led the art direction in planning photoshoots for a new alumni apparel store and multiple fitness and wellness brands, developing creative photography concepts, shot lists, casting, styling, and in-person direction at shoots.

Presentation Skills

- Presented design solutions and articulated strategic decisions to brand stakeholders, with an open dialogue for feedback and discussion.

Collaboration & Leadership

- Managed and collaborated with photographers, copywriters, junior designers, and developers to create the most effective, innovative websites and marketing content.

ACTIVITIES & INTERESTS

aSweatLife
Ambassador | 2019 - 2024

Nike Windrunners' Find Your Fast
Program Participant | 2021 & 2022

Run Clubs | November Project, Heartbreak,
Gold Coast Run Club, North Ave Swim & Tri

AIGA MSU Chapter
Co-Leader | 2013 - 2015

MSU Intercollegiate Figure Skating
Vice President | 2014 - 2015

MSU American Advertising Federation
2014 - 2015