

visual artist & senior designer

CHRISTINA MARIE ZIVLEY

EXPERIENCE

Freelance Designer & Multimedia Creative

2014-PRESENT BRAND DESIGN + ILLUSTRATION + 2D ANIMATION

- Partnered with small businesses and independent clients across real estate, wellness, hospitality, beauty and fashion to deliver end-to-end brand development
- Designed full brand identity systems including logos, color palettes, typography, and brand guidelines, built for both digital and print applications
- Produced custom illustration and packaging designs for consumer facing products

Studio Artist at Wieden+Kennedy

SEPT 2021-NOV 2025 NEW YORK || GOOGLE WORKSPACE + ADOBE CREATIVE SUITE

- Accounts include: McDonald's, Ford, Michelob Ultra, Delta Airlines, Marriott Bonvoy
- Developed and maintained brand aligned presentation templates, reports, and various high quality digital, social and print deliverables for use across the agency
 - Designed large format posters and installations, merch, and stickers for internal departments and employee resource groups that reflected the agency's identity
 - Created Photoshop compositions and visual concepts for digital, social, and print
 - Collaborated with creative directors, project leads, and account teams across departments to deliver brand-aligned work under tight deadlines

Graphic Design at PVH Corp.

JUN 2019-APR 2020 NEW YORK || POWERPOINT + INDESIGN + ILLUSTRATOR + MAILCHIMP

- Developed tailored presentations, infographic, and design assets for the Corporate Responsibility Communications team
- Reviewed and revised internal documents to ensure layout and branding consistency
- Created a fully branded, Mailchimp email template for the team's internal newsletter
- Served as design liaison between the CR Communications team and the PVH Brand Comms senior creative director, to ensure visual consistency and brand fluidity

Multimedia Editor & Image Producer at @STALKAlice

APR 2014 - APR 2021 NEW YORK || ADOBE CREATIVE SUITE + WORDPRESS

- Worked closely with client to create and grow their personal brand and business
- Built and maintained a fully functioning eCommerce website on WordPress, supporting digital products, appointment booking services, and editorial content
- Produced, shot, and edited photo and video content for Tiktok, YouTube, and Instagram
- Designed and illustrated digital products, header graphics, and social assets optimized for cross-platform use

Independent Photographer & Videographer

2014-2019 NEW YORK || CONTENT CREATION + LOOKBOOKS + MODEL PORTFOLIO

- Shot, edited and curated images and videos for independent fashion brands, influencers, and incoming models for digital, print, and social platforms

PUBLICATIONS

Vogue Online Publications

Photography for articles featured on Vogue.com and VogueWorld

CLICK Model Management

Photography for model calling cards

70TH Anniversary Nannini Book

Featured Photographer
Team Concept Developer

EDUCATION

BA in Communication & Interactive Digital Media

Florence University of the Arts
Florence, IT, Jan 2015 - Dec 2018

Undergrad Coursework

Franklin University Switzerland
Lugano, CH, Aug 2013 - May 2014

SKILLS

Adobe Creative Cloud
Google Workspace
Apple & iWork Suite
Microsoft Office
UX/UI Design Essentials
Social Media Technicals
Figma
WordPress CMS
WooCommerce
Mailchimp
Canva
Procreate

CONTACT

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