



Christi Faris

DESIGN. COLOR. PASSION.

SKILL SET

Creative Tools

MAC/PC

Microsoft 365 Suite

Photoshop

Illustrator

InDesign

Photography

(Photo Correction/Manipulation)

Canva

Core Skills

Art Direction & Visual Storytelling

Branding & Identity Design

Layout Design (print and digital)

Typography & Color Theory

Social Media

Print Production & Prepress

Soft Skills

Creative Leadership

Team Collaboration &

Communication

Deadline & Project Management

Adaptability Across Brand Styles

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OceanCafeGraphics.com

EXPERIENCE

Art Director | Grafik Touch Advertising Agency | Contract 2025-Present

- Content creation for agency, local thrift shops.
- Design/layout/print direct mailers, postcards, rack card, yard signs, brochures, restaurant menus, banners, business cards, hang tags, newsletters, e-blasts, stickers, t-shirts, posters, magnets, promo products, flags, special events, gift cards, and website updates (images/content).

Graphic Designer | River Tri-Cities Church: Johnson City, TN | Contract 2018-Present

- Design and produce most visual content for weekly bulletins, digital platforms, and print materials.
- Develop and maintain assets for web and social media (Instagram, Facebook, etc.)
- Create cohesive graphic for special events including posters, t-shirts, mugs, stickers, banners, fliers, tickets, event menus, and social media promotions.

Art Director | Midwest Marketing 2014-2025 (Remote 2018-2025)

- Collaborated on both client and internal projects, handling everything from concept to final delivery.
- Designed logos, websites, and multi-channel marketing campaigns across print and digital media.
- Created brand identities and visual systems aligned with each client's strategy and target audience.
- Managed social media design and scheduling to support ongoing brand engagement and campaign roll outs.

{2015} Silver ADDY® Midwest Marketing - Coca-cola Website Design

{2015} SD Center for Enterprise Opportunity Enterprising Business Team

{2017} AAF Design Jam Competition

{2018} Gold ADDY® Midwest Marketing - Summer of Love Poster

{2019} ADDY® Midwest Marketing - Out of Home and Ambient Media - Big Top Poster

{2020} ADDY® Midwest Marketing - Out of Home and Ambient Media - Speakeasy Poster

{2020-2021-2022} ECHL Marketing Team of the Year - Rapid City Rush

Graphic Designer | Rapid City Journal 2010-2014

- Ad copy and design layout, on-line static and flash ads.

{2011-2012} SDNA ~ 4 Awards; 6 Awards

Graphic Designer | Capital Journal: Pierre, SD 2010

- Ad copy and design layout, film output, plate burning for press.

Graduate Assistant | ETSU: Johnson City, TN 2008-2009

- Wrote grant proposal for stimulus funds and maintained computer labs.

{2008-2009} Student Silver ADDY®

{2009} National Student Advertising Competition - Placed 2nd regionally.

Tech - RIP | Johnson City Press 2005-2008

- All CMYK color separation proofing of color pages, watched for graphic pixelation, trouble shooting, produced/upload newspaper for on-line viewers, designed web graphics.

{2007} Student Gold ADDY®

Graphic Artist | Grace Publications, LLC: Johnson City, TN 2002-2005

- Design/Layout/Digital Photography for "How-to" Books sold in Michael's, Hobby Lobby, craft stores and other internationally know distributors.

- Responsible for digital photographs including the photo shoots (set-up/lighting), color correction, editing copy, and overall copy/design of entirety of each book published and catalogs.

EDUCATION

2024: Bachelor's Degree

Christian Ministry, Smoky Mountain Bible College, Johnson City, TN.

2010: Entrepreneurial Leadership Certificate

East Tennessee State University, Johnson City, TN.

2009: Master of Science

Business & Technology/Digital Media, East Tennessee State University, Johnson City, TN.

2002: Bachelor of Science

Graphic Design/Print, Minor in Marketing, Oral Roberts University, Tulsa, OK.