

CHRISTIE MARTZ COLBY | SENIOR BRAND + PACKAGING DESIGNER

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PROFESSIONAL SUMMARY

Senior brand and packaging designer specializing in packaging, brand identity, and retail marketing for nationally distributed consumer packaged goods (CPG) brands. With years of experience under my belt, I have conceptualized and developed innovative packaging solutions, product launches, brand refreshes, and integrated marketing materials that strengthened brand presence and engaged consumers across retail and digital environments.

AREAS OF EXPERTISE

- Brand Identity & Visual Systems
- Packaging Design & Product Development
- Retail Marketing & Shopper Experience
- Presentation & Marketing Collateral Design
- Print Production & Packaging Specifications
- Art Direction & Visual Storytelling
- Typography, Layout & Information Design
- Creative Project Management
- Vendor & Cross-Functional Collaboration
- FDA Label Compliance

TOOLS + PLATFORMS

- Adobe Creative Suite (Illustrator, InDesign, Photoshop)
- Microsoft 365 (PowerPoint, Word, Excel, Outlook, Teams)
- AI Tools (ChatGPT, Claude, Microsoft Copilot, Gamma)
- Content & Design Workflow Automation
- Shopify, Omnisend, Mailchimp
- Adobe Premiere Pro & After Effects
- Mac & Windows Platforms

EDUCATION

Master of Arts, Organizational Management
Point Park University, Pittsburgh, PA

Bachelor of Science, Graphic Design
La Roche University, Pittsburgh, PA

EXPERIENCE

CONTENT STRATEGIST

Quad / 2023 - present

- Develop and execute content strategies for client-facing marketing and sales collateral that support business objectives, customer engagement, and revenue growth.
- Partner with sales, marketing, creative, and subject matter experts to develop persuasive marketing solutions, pitch decks, presentations, and scalable content assets.
- Drive cross-functional alignment throughout the content development life-cycle, ensuring brand consistency, compliance, accessibility, and timely delivery of high-quality client-facing materials.

SR. GRAPHIC DESIGNER

Quad / 2022 - 2023

- Collaborated with a team of creatives to strategize and implement effective campaigns for leading retailers and brand marketers.
- Translated strategic concepts into engaging presentation decks, signage, graphics, digital content and product packaging.

SR. GRAPHIC + PACKAGING DESIGNER

George DeLallo Co., Inc. / Mt. Pleasant, PA / 2012 - 2022

- Served as a lead packaging designer for a nationally distributed consumer packaged goods (CPG) food brand, conceptualizing and designing packaging solutions for new product launches, line extensions, brand refreshes, and production-ready product labels across an extensive product portfolio.
- Managed projects from concept through production, partnering with marketing, sales, product development, photographers, printers, and vendors to deliver high-quality creative solutions on schedule.
- Designed integrated marketing assets – including packaging, point-of-sale displays, advertising, catalogs, digital campaigns, and sales materials – to create cohesive brand experiences across multiple customer touch points.
- Applied extensive knowledge of FDA labeling requirements, packaging specifications, print production, and quality standards to ensure production-ready artwork and compliance across multiple concurrent product launches.

ADDITIONAL DESIGN EXPERIENCE

Graphic Designer — Point Park University, Pittsburgh, PA
Graphic Designer — IDL Worldwide, Butler, PA