

CRISTINA WEINHEIMER

THINKER & MAKER

itscristina.fyi

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INTRO

Hi, I'm Cristina—happy, scrappy & big on leadership mentality. For me, it's less about titles and more about taking action to set an example no matter the level of experience or position. Elevate the people around you and you elevate the work by doing so. Ready to move humankind forward? Let's work together!

SKILLS

Leadership	Indesign
Project Management	Adobe Xd
Creative Direction	After Effects
Graphic Design	Powerpoint
Illustration	Google Slides
Logo Design	Cat
Brand/Corporate Identity	Whispering
Typography	Keynote
Color Theory	Figma
Photography	Sketch
Photoshop	Klaviyo
Illustrator	Headstands
	Braze



EXPERIENCE

2020 -
PRESENT

ConceptZombie LLC. Creative Director

Mentoring/growing a team of designers, leading creative initiatives for clients like Guthy-Renker and the Ronald McDonald House of OC and West LA. Overseeing everything from campaigns, video shoots, digital experiences, social media and event/brand promotions.

2020 - 2023

Ultra Mobile / Mint Mobile Senior Designer

Designed marketing materials spanning across digital experiences, social media, email marketing, brand guidelines, logo design, design systems, in-store POS, in-store experiences and limited edition merchandise for employees/pop-up shops for consumers, as well as offered creative support for conceptual campaigns and new business.

2018 - 2020

Friasworks Art Director

Creative department lead, overseeing all experiential creative for Modelo, Corona, Pacifico, Ballast Point, Buho Soda, Golden Boy Productions, Maren Morris, Kenny Chesney, and UFC.

2014 - 2018

The Marketing Arm / Alcone Art Director

Creative lead responsible for a variety of projects that ranged from branded social content to email marketing, microsites, print advertising, & pitching new business. Clients included Nutrawise, Nestlé & CA Lottery.

2013 - 2014

RAPP Art Direction Intern

1 year internship developing humility & patience as an art direction rookie. Offering a freshie's spin on creative solutions for a diverse client base that included Toyota, Mattel & Bank of America.

EDUCATION

Art Institute of CA - OC
**Bachelor of Science
in Advertising**



REFERENCES

Fernanando DelRosario
CEO / Creative Director /
Adjunct Professor
714-413-1994

Miranda Dietrich
Graphic Designer
714-625-6810

Millei Ishikawa
Creative Director
515-357-8291