



## CHRISTINE URBANEK

### Freelance Designer | 2013–Present

My work focuses largely on marketing and communications designing both print and digital pieces (branding and corporate identity; sales materials: flyers, posters, brochures, banners, signage; advertising including banner ads; direct mail; event collateral; infographics and more.

- ▽ Mebu Marketing & M+M | 2014–Present  
Freelancer creating sales and marketing collateral for both internal and external facing clients for these agencies specializing in global pharmaceutical companies including AstraZeneca and its 30+ brands.
- ▽ HCA Healthcare | 2015–2020  
Contract designer working with Marketing Departments and Physician Services Group to offer creative support for hospitals, doctors' offices, specialty physician practices and recruitment efforts with a variety of print and digital communication pieces for both internal and external audiences.
- ▽ TLConcepts | 2013–2018  
Freelance designer for all sales and marketing efforts for nationwide luxury custom home tours (more below).

### Communications | Creative Services Director

Hope House, Lee's Summit, MO | 2013–2014

Oversaw brand management, created all printed matter (brochures, logos, signage, advertising and special event materials, etc.), performed website maintenance and managed social channels and online crowd funding for this nonprofit organization. Created and managed annual publishing calendar, wrote appeals and newsletters which exceeded fundraising goals, contributed to blogs and wrote occasional newspaper/magazine articles and successfully fleshed out the look and feel for all materials and social channels during a rebranding—creating new, more positive messaging.

### Creative Director | Graphic Designer

TLConcepts, Leawood, KS | 2011–2013 | Freelance 2013–2018

Responsible for the look and feel of all materials, campaigns and websites for a small marketing company specializing in national luxury custom home tours, grocery product marketing and trade show events. Design of custom home tour guides, media kits, logos, posters, signage, newsletters, proposals, print and digital ads and banners, maintain all websites and manage the collection of all information and graphic content from clients as well as handle all print/vendor/client relationships.

### Graphic Designer | Administration

YouthFriends, Kansas City, MO | 2007–2011

Responsible for the creative design of all materials: brochures, information packets, training manuals, logos, posters, newsletters, e-newsletters, ads, digital billboards, website design and maintenance, event collateral, etc. for a nonprofit, youth mentoring organization with varied audience of teachers, children and adult mentors.

### ▽ Software

Adobe CC  
Mac and PC environments  
InDesign | Photoshop | Illustrator

### ▽ Education

The Art Institute of Colorado, Denver, CO  
Hendon College of Further Ed, London, UK  
Delta College, Stockton, CA

### ▽ Portfolio

[creativehotlist.com/curbanek](http://creativehotlist.com/curbanek)

### ▽ LinkedIn

[linkedin.com/in/christineurbanek](https://www.linkedin.com/in/christineurbanek)



Christine Urbanek's

# PORTFOLIO

(click on an image to go to complete online portfolio)

