

CHRISTIE DULIN

SENIOR GRAPHIC DESIGNER | DIGITAL MARKETING DESIGNER

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PROFILE

Senior Graphic Designer with 15+ years of experience and an MFA in Digital Design. Skilled in building and maintaining brands across digital and print, including web, social media, email and marketing collateral.

SKILLS

DESIGN

Figma • Photoshop • Illustrator • InDesign • After Effects • Adobe XD • Procreate

DIGITAL & WEB

Web Design • Web Development • HTML • Magnolia CMS • SEO

MARKETING

Email Campaigns • Social Media Management • POP • Photography

TRACKING

AppsFlyer • Branch.io

EDUCATION

University of Texas at Dallas
Master of Fine Arts (MFA)
Emphasis: Digital Design

Texas Tech University
B.A., Psychology

PORTFOLIO

christiedulin.com

EXPERIENCE

PDI Technologies | Dallas, TX | 2019 – 2026

Senior Production Designer | May 2023 – June 2026

- Created integrated digital campaigns for major brands including Shell®, ExxonMobil, CITGO® and GasBuddy® across email, app, social media and point-of-purchase marketing.
- Designed approximately 30 marketing emails per month across 5+ concurrent campaigns, along with supporting app and social media assets for GasBuddy® using Figma.
- Collaborated directly with copywriters to translate campaign messaging into cohesive creative across multiple digital channels.
- Designed custom POP signage, promotional materials and membership cards for nationwide fuel-retail campaigns.
- Managed campaign deep linking and app tracking through AppsFlyer and Branch.io.
- Created and maintained digital assets for fuelrewards.com, ensuring consistency with Shell® Fuel Rewards® brand standards.

Web Developer / Graphic Designer | May 2020 – April 2023

- Managed and designed fuelrewards.com, supporting the Shell® Fuel Rewards® program and its 35M+ members.
- Designed and developed promotional landing pages for major partnerships including Amazon, American Airlines, Uber, AARP, AAA, Grubhub and Avis.
- Created digital campaigns, limited-time offers and promotional experiences to drive customer engagement and program participation.
- Developed web pages and campaign assets using HTML and Magnolia CMS while maintaining established brand standards.

Graphic Designer & Social Media Manager | May 2019 – April 2020

- Designed nationwide fuel-savings campaigns and POP materials for Shell® Fuel Rewards® and participating retail locations.
- Managed promotional content calendars across 30+ social media accounts, maintaining consistent Shell® Fuel Rewards® branding.
- Created and scheduled quarterly social media and SMS promotional campaigns
- Redesigned social media creative to strengthen brand consistency and visual recognition.

Nestlé Toll House Café by Chip | Richardson, TX | 2018 – 2019

Marketing and Creative Services Coordinator

- Created digital and print assets for 138 global locations, including wall murals, POP displays, flyers, packaging and promotional materials.
- Created and distributed twice-weekly email campaigns to 20K+ subscribers.
- Developed international promotional campaigns for Facebook and Instagram
- Designed digital menu promotions and implemented menu graphics across online ordering platforms.

Freelance Graphic Designer | Plano, TX | 2012 – 2018

- Created websites, logos, brand guidelines, social media content and photography for small businesses including Easy Slider Food Truck, The Vintage Dish, Luna Therapy, Big D Shopaholic and Yoga G.
- Established web and social media presence for
- Created custom print designs for weddings, birthdays and event promotions

University of Texas at Dallas | Richardson, TX | 2008 – 2012

Web Developer / Graphic Designer

- Designed and maintained the Arts & Humanities website, creating branded web content, updating assets and managing photo archives.
- Created web design for CentralTrak, Ackerman Center for Holocaust Studies, Center for Translation Studies and UT Dallas Asia Center.
- Managed web and graphic support for 100+ annual events and performances across Arts & Humanities.

University of Texas at Dallas | Richardson, TX | 2006 – 2008

Administrative Assistant — eLearning / Management Honors Program & Institute for Innovation and Entrepreneurship

- Managed The Management Honors Program and facilitated campus outreach, events and networking functions for students, faculty, sponsors and local businesses.
- Maintained web content and created digital and print marketing materials, e-newsletters and email campaigns to support program awareness.
- Assisted eLearning students worldwide.