Christie Dulin

SENIOR BRAND DESIGNER / CREATIVE LEAD

15+ YEARS EXPERIENCE

Contact

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+1 (972) 896-8648

PORTFOLIO
christiedulin.com

LOCATION
Dallas, TX

Education

M.F.A Graphic Design
University of Texas at Dallas

B.A. Psychology
Texas Tech University

Expertise

CORE SKILLS

Brand systems, Integrated campaigns, Email design, Web design + HTML, Social creative, POP + print, Production workflows, Cross-functional collaboration

TOOLS & TECHNOLOGIES

Figma, Adobe Creative Suite, HTML/ CSS, Procreate, Photography

INDUSTRY DOMAIN

Brand & Digital Marketing, Consumer / Retail Marketing, Convenience Retail & Loyalty Programs, Food & Beverage / Franchise Marketing

Professional Summary

Senior Graphic Designer and Brand Manager with 15+ years of experience and an MFA in Digital Design. Builds and maintains brands across web, email, social media, print and marketing collateral. Known for scalable creative systems, fast production and polished execution for national consumer brands.

Professional Experience

Senior Production Designer
2023 – 2026
PDI Technologies
Dallas, TX

- Created integrated digital campaigns for 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, plus supporting app and social assets for GasBuddy® in Figma.
- Collaborated with copywriters to translate campaign messaging into cohesive creative across multiple digital channels.
- Designed POP signage, promotional materials, and membership cards for nationwide fuel-retail campaigns.
- Managed campaign deep linking and app tracking through AppsFlyer and Branch.io.

Web Developer/ Graphic Designer
2020 – 2023
PDI Technologies
Dallas, TX

- Managed and designed assets for fuelrewards.com, supporting the Shell® Fuel Rewards® program and its 35M+ members.
- Designed and developed landing pages for Amazon, American Airlines, Uber, AARP, AAA, Grubhub, and Avis partnerships.
- Developed interactive web pages and campaign assets using HTML and Magnolia CMS while maintaining established brand standards.

Graphic Designer/ Social Media Manager
2019 – 2020
PDI Technologies
Dallas, TX

- Designed nationwide fuel-savings campaigns and POP materials for Shell® Fuel Rewards® and participating retailers.
- Managed promotional calendars across 30+ social media accounts while maintaining consistent brand standards.
- Created quarterly social media and SMS promotions and redesigned social creative to strengthen visual recognition.

Marketing and Creative Services Coordinator
2018 – 2019
Nestlé Toll House Café by Chip
Richardson, TX

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