



Profile

Strategic and collaborative Senior Graphic Designer with 12+ years of experience leading packaging, product, marketing, and event design across the video game, entertainment, and consumer products industries.

Proven success managing teams, shaping visual direction, and delivering high-quality creative under tight deadlines while fostering a collaborative and supportive environment. Known for strong communication, cross-functional leadership, and hands-on design execution from concept through final production.

Contact

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Education

CAL STATE UNIVERSITY, FULLERTON

Fullerton, California | June 2014

- Bachelor of Fine Arts, cum laude
Graphic Design

Skills

- Creative Direction & Team Leadership
- Advanced Adobe Creative Suite Experience (Photoshop, Illustrator, InDesign, Lightroom)
- Branding & Visual Identity Systems
- Packaging Design & Print Production
- Marketing Campaigns & Social Media Creative
- Product Development & Merchandise Design
- Event Branding & Experiential Design
- Asana & Instagram Scheduling Tools
- AI Prompting & Collaboration
- Experience Working in Canva & Figma Design

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Work Experience

FOUNDER & CREATIVE DIRECTOR

Joyloom Party Supply, Inc. & Ashbear | Online Retail | June 2023 - Present

- Founded and launched two ecommerce consumer brands from concept to market.
- Designed logos, brand systems, packaging, product photography, websites, and digital marketing assets.
- Developed and sold physical product lines through Shopify and Etsy marketplaces.
- Managed operations including sourcing, fulfillment, customer experience, budgeting, and advertising.
- Created 40+ product SKUs spanning accessories, home goods, and event decor.

EVENTS & MARKETING MANAGER

NIS America, Inc. | Santa Ana, CA | June 2019 - June 2023

- Pivoted physical event strategy during COVID by helping create and launch NGPX (New Game+ Expo), a multi-publisher digital showcase inspired by Nintendo Direct-style presentations and produced for three consecutive years.
- Managed partner outreach, onboarding, and live coordination with publishers including SEGA, Atlus, SNK, Arc System Works, Inti Creates, AKSYS and others.
- Collaborated with Twitch and Steam on front-page promotion, livestream support, and promotional multi-publisher sales activations.
- Promoted to lead internal marketing operations, managing a team of five responsible for launch campaigns, newsletters, press assets, influencer outreach, and release calendars across 15+ annual titles.

CONCEPT DESIGNER

The OP Games | Carlsbad, CA | May 2019 - June 2019

- Developed pitch-ready graphic assets for licensed tabletop games featuring brands including Disney, Critical Role, Marvel, Harry Potter, and World of Warcraft.
- Contributed concepts that later advanced into commercially released retail products.

GRAPHIC DESIGNER

Cryptozoic Entertainment | Lake Forest, CA | July 2018 - April 2019

- Designed packaging, trading cards, manuals, advertisements, and promotional graphics for licensed tabletop games and collectibles.
- Led visual design for custom table top games Rick & Morty: Look Who's Purging Now and Challenge of the Superfriends.

LEAD GRAPHIC DESIGNER

NIS America, Inc. | Santa Ana, CA | July 2014 - July 2018

- Led a team of four designers overseeing schedules, workload distribution, and on-time delivery of packaging, merchandise, and marketing assets for 15+ annual game releases.
- Led and directly contributed to the creative development of standard and collector's edition video game packaging for PlayStation, Nintendo, and Xbox titles, designing box art, labels, art books, soundtracks, and premium components.
- Coordinated approvals and asset compliance with a wide range of licensing partners, including notable developers Nihon Falcom, Spike Chunsoft, Game Freak, and SNK.
- Conceptualized, designed and sourced vendors for merchandise on key franchises such as Disgaea and Falcom, including bags, hats, plushes, backpacks, and collectibles.