



TEN HUT!

MY NAME IS CHRISTINE CASE AND I'M AN INDEPENDENT GRAPHIC DESIGNER. I SPECIALIZE IN CREATIVE DIRECTION, BRAND DEVELOPMENT, BUSINESS COLLATERAL, POSTERS, WEBSITE DESIGN AND PULL UPS.

I WORK WITH EVERYONE (LARGE, SMALL AND IN-BETWEEN) FROM LOCATIONS ALL OVER THE US. I CAN WORK ON A PROJECT BASIS OR BEHIND THE SCENES AS AN ADDITION TO A CREATIVE TEAM.

FOR DESIGN INQUIRES, PLEASE CONTACT ME AT 401-864-7158 OR JUST SHOOT ME AN EMAIL.

christine@bootcampdesigner.com

THE DRILL

EXPERIENCE: 17+ YEARS
FREELANCING: 8+ YEARS
LOCATION: CRANSTON, RI
EXERCISE: PULL UPS
MUSICIAN: KID ROCK
PROJECT: MAGAZINES

Design Resume

EMPLOYMENT

Bootcamp Designer (formerly Christine Case Design) — Cranston, RI
July 2003 - Present
Freelance Graphic Designer

- Owner, Bootcamp Designer. Full service design studio. Freelance graphic designer for select agencies and companies including Global View Communications, Blue Cross Blue Shield of Massachusetts, Ocean Spray Cranberries, BJ's Wholesale Club.

Robert Falcone Design — East Greenwich, RI
July 1996 - July 2003
Graphic Designer

- Art direction and design of logos, annual reports, brochures, packaging, magazines, direct mail, banners, posters and other collateral for various organizations
- Conceptualized and developed creative solutions for website design and interactive kiosks
- Managed multiple projects in a deadline driven environment
- Worked with service bureaus in various pre-press procedures
- Selected/coordinated with photographers, illustrators and copy writers for various projects
- Reviewed press-proofs for printed projects
- Hands on art direction and visual design

Rhode Island College, News & Public Relations — Providence, RI
June 1995 - June 1996
Graphic Designer

- Art direction and development of recruitment advertisements
- Designed and prepared printed material for various academic and administrative departments

SKILLS

- Highly proficient in CS5 (including InDesign, Illustrator, Photoshop)
- Exceptional artistic talent including strong conceptual originality, creative design sense and ability to judge design and typography
- Experience working with peripheral devices such as scanners, external hard drives, cd/dvd burners, and other external drives
- Ability to work well with others under deadline pressure
- Strong communication, interpersonal and organizational skills
- Ability to manage multiple projects from concept to completion
- Extensive knowledge of pre-press and printing processes
- Experience with photo shoots and press checks
- Extremely motivated, responsible and deadline oriented

EDUCATION

Rhode Island College — Providence, RI
Bachelor of Fine Arts
Concentration: Graphic Design;
Related Studio: Painting
May, 1996

BLUE CROSS

Where your talent goes to work

TO TRANSFORM THE HEALTH CARE INDUSTRY



At Blue Cross Blue Shield of Massachusetts, you'll find a career that makes a difference. Our vision is to enrich the lives of our members as we face the many health care challenges with innovative, cutting-edge solutions. Committed now more than ever to transforming the healthcare industry, it's the talent, passion and energy of our associates that is our greatest strength. **A career where your skills work to transform the health care system.**

Visit our website for a complete list of career opportunities.
www.bluecrossma.com/careers

MASSACHUSETTS

Blue Cross Blue Shield of Massachusetts is an Independent Licensee of the Blue Cross and Blue Shield Association

Our commitment to building a diverse workplace is without question. We are an Equal Opportunity Employer.

BLUE SHIELD

[Diverse + Inclusive]

Blue Cross Blue Shield of Massachusetts Department of Corporate Diversity



Diversity Recruitment

Blue Cross Blue Shield of Massachusetts' Diversity & Inclusion department needed a logo to be used on diversity training materials and other internal collateral. The logo incorporates the cross from the Blue Cross Blue Shield of Massachusetts logo; the type treatment symbolic of diversity; the brackets were used to represent inclusion.

The headline used for the first ad campaign (2006), "Where will your career choices take you?," was created with a focus on reaching a diverse candidate looking for a career in a stable environment, with growth and advancement potential. A multi-cultural group of people form a question mark, representing the importance of diversity and inclusion within the organization.

The second ad campaign, while still focused on diversity, also needed to have a strong focus on the transformation of the health care industry and the target audience was a diverse candidate with a passion for making a difference, and a career that can bring change. The Asian woman makes a ripple effect with her hand, representing the changes the one individual can make.

(Opposite Left, diversity recruitment ad; Top, Logo design for Diversity department, Bottom Left, diversity recruitment ad)

designer/art director: Christine Case; design studio: Bootcamp Designer

BLUE CROSS BLUE SHIELD



Diversity Recruitment & Education

The College Relations department at Blue Cross Blue Shield of Massachusetts needed a brochure that would be handed out at college fairs and similar career-related events. The target for the company's recruitment campaign was young diverse individuals with a desire to better the health care system and community.

The brochure design for the Department of Diversity & Inclusion at Blue Cross Blue Shield of Massachusetts was to be used for diversity recruitment purposes at career fairs, colleges and within the HR department. The graphic represents unity within the organization. I also created cultural competency flash cards to be used for diversity education purposes.

(Left, BCBSMA College Relations Department brochure design; Bottom, BCBSMA Diversity Department brochure design and Cultural Competency cards)

designer/art director: Christine Case; design studio: Bootcamp Designer

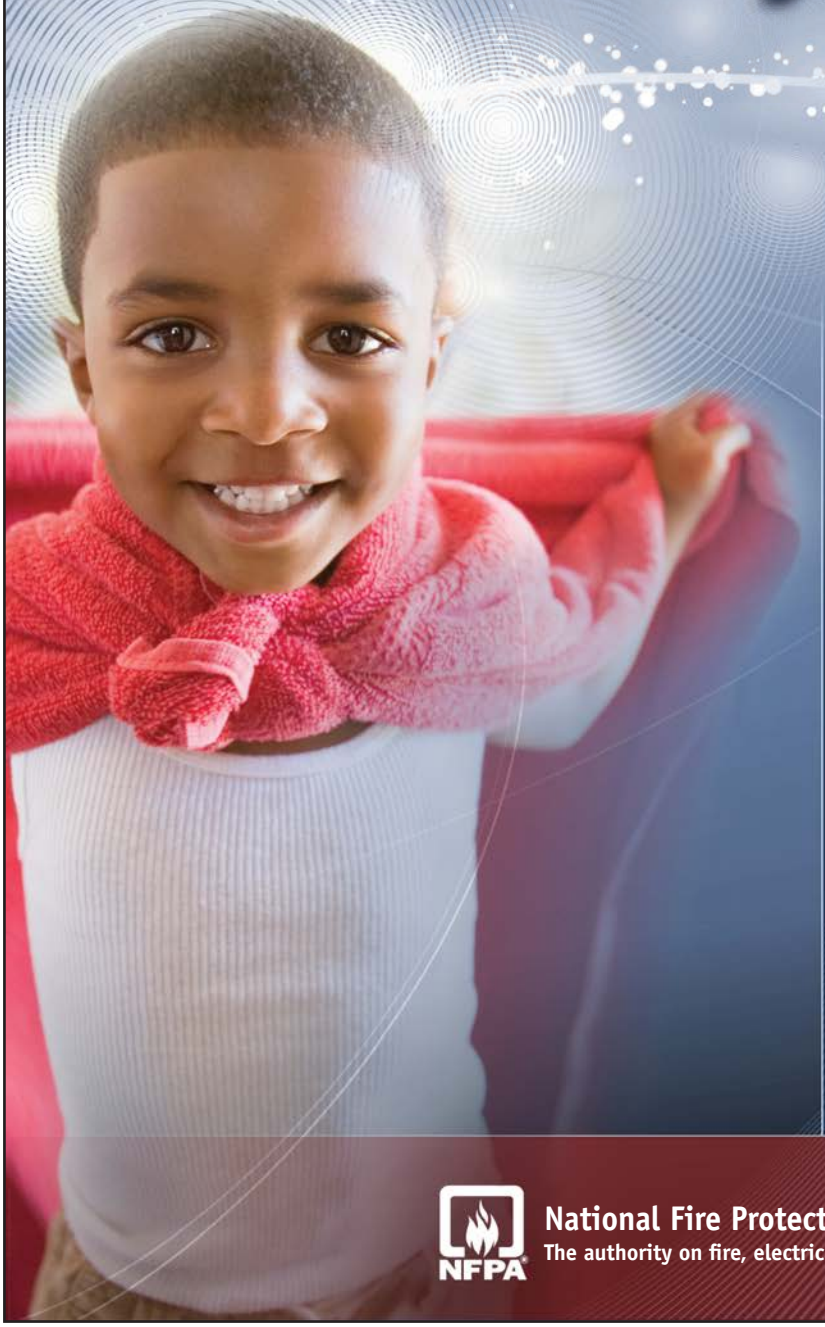




NATIONAL FIRE

Ever dreamed of making the world

a safer place?



Headquartered in Quincy, MA, the National Fire Protection Association is the world's leading advocate of fire prevention and public safety.

With a membership that includes more than 75,000 individuals from 100 nations, our mission is accomplished through extensive research and sponsoring a variety of life-saving campaigns.

Build a career with NFPA and you'll find the rewards go beyond the great salary & benefits.

To learn more about our current job opportunities or to apply, visit nfpa.org/jobs

NFPA is committed to creating a high performing and culturally diverse workforce. Applicants from diverse backgrounds are encouraged to apply.

National Fire Protection Association
The authority on fire, electrical, and building safety

PROTECTION ASSOCIATION



Diversity Recruitment Advertising

This recruitment ad, translated into a brochure, was created while working as the "behind the scenes" Creative Director for a diversity marketing agency. I handled the creative direction and design, as well as all of the copy writing. As the world's leading advocate of fire prevention, NFPA's mission, in a nut shell, is public safety. So to target new talent for the organization, I focused on the deeper value of the career, which is the involvement in saving lives. Who hasn't dreamed of being a super hero, saving the world from impending doom? (Come on, admit it!)

(Opposite Left, diversity recruitment ad; Above, gate-fold brochure)

designer/art director/copy writer: Christine Case; design studio: Bootcamp Designer

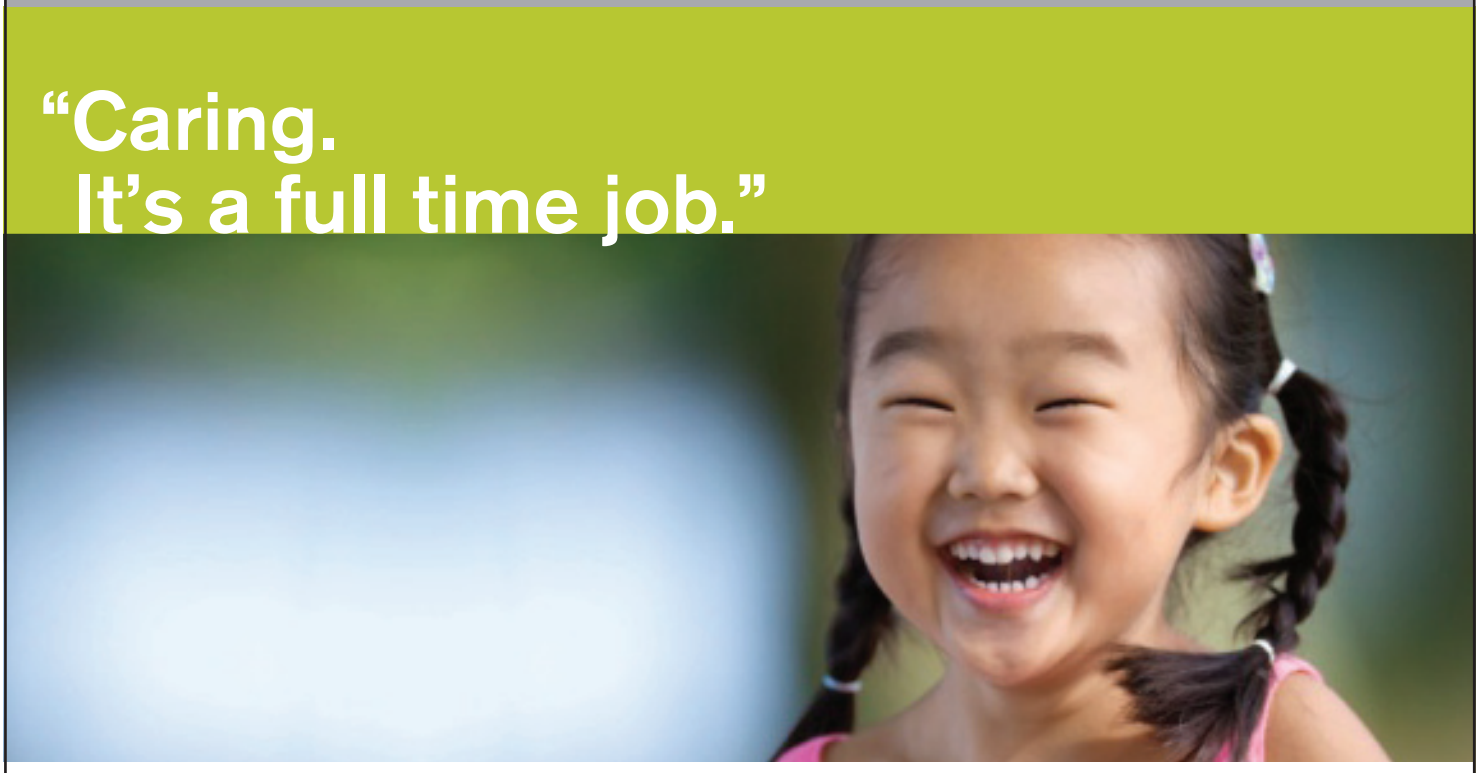
NEIGHBORHOOD

Diversity Recruitment Advertising

Neighborhood Health Plan needed targeted diversity recruitment for their organization. The strict branding guidelines made the assignment a challenge — but I do like challenges. The strict branding guidelines specified the types of imagery that must be used and images that cannot be used, the exact layout, the fonts, etc. With these guidelines in mind, the creativity came into play with how the headline worked with the graphic to convey an effective message to the target audience. I broke the audience down into two categories: "Audience One" is the clinical workers (nurses, case workers, etc.) with the messaging focused on making a difference in the health care industry and caring for its members. The headline was designed to work with the graphic to represent the deeper value of a career at NHP. "Audience Two" is for the technology department employee with messaging that focused more on career advancement, rewards and recognition.

(Below, clinical workers focused diversity recruitment ad)

designer/art director: Christine Case; design studio: Bootcamp Designer



Find a rewarding career at NHP, where we are dedicated to caring for our members.

At NHP, a career means more than just great benefits. The unique talents and contributions of our diverse employees work to fulfill our mission to make quality health care accessible to each and every one of our members. If you're looking for new opportunities, visit our website.

nhp.jobs

Neighborhood Health Plan™
Your health. Our promise.

NHP's mission targets a diverse population & our employees are just as diverse. As an equal opportunity employer, NHP recognizes the power of a diverse community & encourages applications from individuals with varied experiences, perspectives, & backgrounds.

HEALTH PLAN

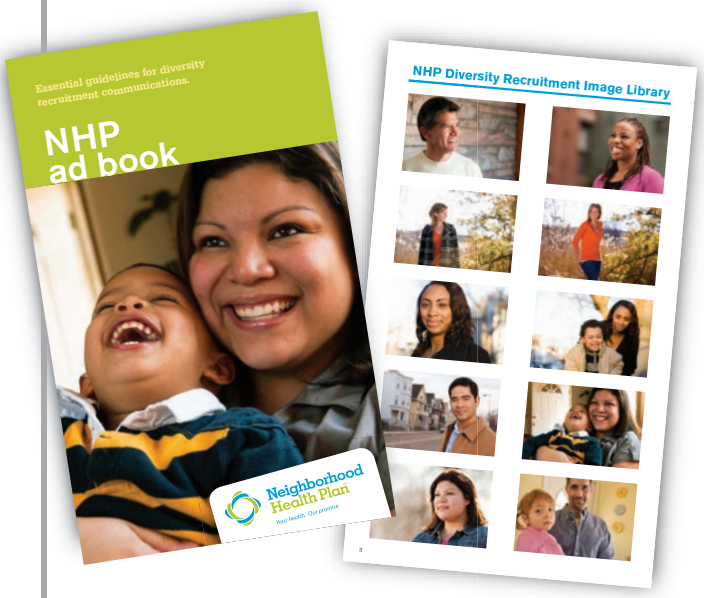
Ad Book & Social Media

An 18-page ad book was created as a guide for the diversity campaign's specifications and includes various headlines I created for the campaign, as well as approved imagery which is used to target each specific job category (technical jobs headlines are "career" focused, while clinical jobs are more "caring" focused).

The LinkedIn page created included images, headlines and copy which was used within the diversity ad campaign.

(Below, clinical workers focused diversity recruitment ad); Right top, ad book layout; Right bottom, LinkedIn page)

designer/art director: Christine Case; design studio: Bootcamp Designer





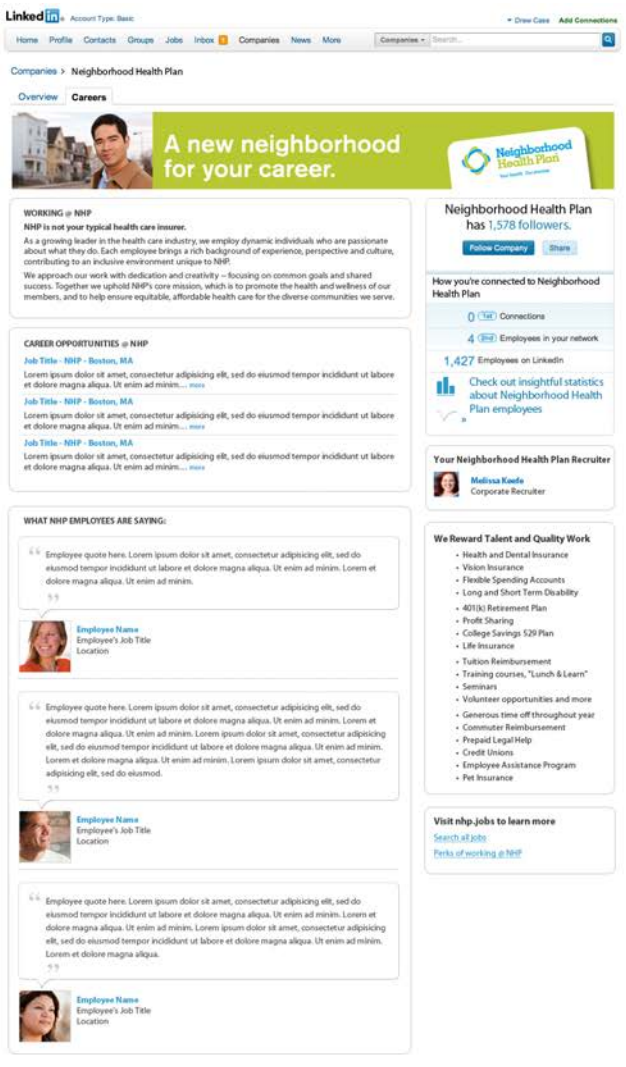
NHP is not your typical health care insurer.

As a growing leader in the health care industry, we employ dynamic individuals who are committed to what they do. At NHP, each employee brings a rich background of experience, perspective and culture, contributing to a diverse and inclusive environment unique to NHP. To find new opportunities, please visit our website.

nhp.jobs

Neighborhood Health Plan™
Your health. Our promise.

NHP's mission targets a diverse population & our employees are just as diverse. As an equal opportunity employer, NHP recognizes the power of a diverse community & encourages applications from individuals with varied experiences, perspectives, & backgrounds.



OCEANSPRAY



C R A N B E R R I E S



Diversity Recruitment

Ocean Spray Cranberries, Inc. needed a recruitment brochure that doubled as a folder to be used for individuals who have either accepted a position at Ocean Spray, or are seriously considering employment. (So, do I call it a brochure or a folder?) The “fold-chure,” includes information about the company while the pockets are used to store information about the area, such as maps, real estate info, fun things to do, etc. I also created a pad to be inserted into the folder which inclues their careers website URL to direct more traffic and therefore potential candidates to their careers site. In additon, a small folding card was created to explain what a specific pocket could be used for and also had lines to be used for contact information, mileage, etc and inserted into a die cut slit in the last panel. “Grow your career,” a headline that went straight to the point,

(Opposite Left, brochure cover Above, brochure interior spreads

designer/art director/copy writer: Christine Case; design studio: Bootcamp Designer