

# Christina Spalatin

## CREATIVE LEADER ART DIRECTOR DESIGNER

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Milwaukee, WI

Accomplished creative leader with expertise in designing and executing innovative visual strategies. Proven ability to lead cross-functional teams, create impactful content, enhance brand visibility and generate exceptional audience engagement. Adept at fostering collaboration, building client relationships and mentoring global talent to elevate creative output. Highly skilled in brand management, creative ideation and multi-channel project delivery, with a strong focus on driving business results. Core Competencies include:

- Creative Vision & Innovation
- Brand Strategy & Management
- Team Leadership & Collaboration
- Project Management
- Photo Direction & Styling
- Mentorship & Talent Development
- Cross-Channel Marketing & Promotion
- Global Operations & Training
- Pre- & Post-Production Management

## Education

**Bachelor of Arts (BA),  
Graphic Design**

**Bachelor of Arts (BA),  
Fine Arts**

**Psychology, Minor**

Mount Mary University  
Milwaukee, WI  
Graduated Summa Cum Laude

## Technical Proficiencies

### Design Tools:

- Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat Pro, Bridge)
- Woodwing Studio
- Airtable
- Canva

### Project Management & Collaboration:

- Microsoft Office Suite (Word, PowerPoint, Excel, Outlook)
- SharePoint
- Jira
- Teams

### Content Management:

- Prepare
- Insite

## Professional Experience

**Trusted Media Brands (TMB), Milwaukee, WI** August 2022 - November 2024

### ASSOCIATE CREATIVE DIRECTOR, Reader's Digest Magazine

Directed the creative vision for a global design team, overseeing the entire production process for visual content, which included concept development, layout, assignment briefs, photo shoots, and final delivery for Digest, Large Print, and International editions (1.6M+ circulation, 13.6M reach)

- Drove cross-platform collaborations with digital teams, enhancing visibility through high-impact features like America the Tasty and Nicest Places in America.
- Led the successful redesign and rebranding of Select Editions to Fiction Favorites book series, exceeding sales budget by 45%.
- Directed the production of monthly animated covers for Apple+ News, boosting audience engagement and visibility.
- Sourced and engaged premier global photography and illustration talent to create impactful visuals.

**Trusted Media Brands, Milwaukee, WI** November 2017 - August 2022

### ASSOCIATE CREATIVE DIRECTOR, Enthusiast Brands, Magazines & Books,

Directed a creative team in delivering visual print and digital content for *Birds & Blooms*, *Reminisce*, *Country*, *Country Woman*, and *Farm & Ranch Living*.

- Successfully led the rebranding of *Country* and oversaw redesigns for *Farm & Ranch Living* and *Country Woman*. Spearheaded cohesive brand books and guidelines, ensuring visual consistency across platforms.
- Led creative operations for Trusted Studios, an in-house agency, developing custom content and programs for external clients.
- Redesigned the Enthusiast books series and special interest publication formats, achieving cost efficiencies and success in retail and direct mail channels.
- Managed strategic product planning and timelines, budgeting, photography/illustration acquisition and assignments, performance reviews and staffing functions.

**Reader's Digest Association, Milwaukee, WI** March 2015 - November 2017

### ART DIRECTOR, Reminisce & Reminisce Extra Magazine

Led the 2016 rebranding and content restructuring of *Reminisce* magazine, collaborating closely with editorial teams to shape issue lineups, pacing, and visual narrative.

- Oversaw all aspects of visual content creation, including archival stock photo research and illustration sourcing to enhance the storytelling experience.
- Supervised designers to elevate brand aesthetics and support their professional growth.

**Reader's Digest Association, Milwaukee, WI** January 2011 - March 2015

### ART DIRECTOR, Creative Marketing

- Created and delivered winning direct response, renewal and gift marketing promotions to generate sales for all company brands, including ads, vouchers, magalogs, brochures and drive-to-web efforts.
- Designed brand-extending marketing materials, including advertisements, brochures, and web assets, to support product launches and subscriber engagement initiatives.

## Additional Professional Experience

**Kerlin Design & Consulting**, Senior Designer, Milwaukee, WI

**Milwaukee Journal Sentinel**, Senior Designer, Milwaukee, WI

**Lamplight**, Product Manager, Menomonee Falls, WI