



Cristina Grisales

Graphic Designer

CONTACT

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EDUCATION

QUINNIPIAC UNIVERSITY | Hamden, CT

- Master of Science in Digital Content Creation & Strategy (In Progress) 2025-2027
- Focus: Multimedia, Visual Storytelling, Communication Strategy

BLOOMFIELD COLLEGE | Bloomfield, NJ

- Bachelor of Arts in Computer Graphics (Creative Arts & Technology) 1995-2000

CORE COMPETENCIES

- **Design & Motion:** Visual Storytelling, Editorial Layout, Brand Systems, Motion Graphics, Digital Signage.
- **Technical Tools:** Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Premiere, After Effects), WordPress, Canva
- **Specialized Fabrication:** Direct-to-Film (DTF) Printing, Laser Engraving, Sublimation, Color Correction.
- **Languages:** Native/Bilingual Proficiency in Spanish.

PROFESSIONAL SUMMARY

Results-driven Graphic and Web Designer with over two decades of experience leading brand identity, digital signage, visual media, and custom production in higher education, while currently pursuing an MS in Digital Content Creation and Strategy.

WORK EXPERIENCE

BERGEN COMMUNITY COLLEGE | Paramus, NJ Graphic & Web Designer | 06/2005 – Present

- Direct all graphic and print design phases for public relations and institutional marketing across academic catalogs, promotional brochures, event collateral, and regional ad campaigns.
- Manage visual media assets across web, print, and campus-wide digital signage platforms to preserve brand consistency and maximize institutional engagement.

GP BY CG | New Jersey

Owner & Principal Designer | 2018 – Present

- Execute custom apparel and product manufacturing utilizing Direct-to-Film (DTF) printing, CO2 laser engraving, sublimation, and specialized resin production techniques.
- Deliver tailored branding, vector asset creation, and print collateral for private, corporate, and promotional clients.
- Manage end-to-end client relationships, production workflows, equipment maintenance, and quality control.