

Christine Skibski

**Senior Graphic Designer
// Creative Collaborator**

[Website Portfolio](#)

[LinkedIn](#)

ceskibski@gmail.com

401.744.5532

CORE SKILLS

Branding & Packaging

Brand Strategy, Visual Identity,
Packaging Design, Sustainable
Design, Campaign Development

Digital & UX

E-commerce, Website Design,
User-Centered Research and
Design (UI/UX), Accessibility
in Design, Content Strategy
and Execution

Tools & Tech

Adobe Creative Suite, Figma,
Adobe XD, AI-Enhanced Design
Tools, Microsoft Office, Canva

Creative Strengths

Visual Storytelling, Human-
Centered Design, Typography,
Color Theory, Cross-Functional
Collaboration, Design Systems

SUMMARY

Creative powerhouse with 10+ years shaping brand identities, packaging, and digital experiences that spark connection and drive results. I blend design thinking, visual storytelling, and human-centered strategy to craft impactful solutions—whether evolving CPG brands, building e-commerce platforms, or creating communications that inspire action.

EXPERIENCE

Cowabunga Cat Creative

Founder & Creative Partner | 2018 – Present

- Create brand identities for small businesses and CPG brands across packaging, marketing, and digital assets.
- Develop strategic design systems and user-friendly e-commerce experiences.
- Lead full brand launches, from visual identity to packaging and digital platforms.

United Natural Foods Inc.

Senior Strategic Change Enablement Partner | 2022 – Present (Promoted 2024)

- Design presentations and communications that simplify complex change initiatives.
- Partner with leadership to increase adoption and engagement across programs.
- Apply design thinking to map user journeys and enhance experiences.

Peeled Snacks

Senior Graphic Designer | 2019 – 2021 (Promoted 2020)

- Directed brand standards across packaging, e-commerce, digital campaigns, and trade shows.
- Optimized packaging production to improve cost efficiency and speed-to-market.
- Designed a new e-commerce platform that drove double-digit sales growth.

NEXDINE Hospitality

Senior Graphic Designer | 2021 – 2022

- Created branding, print, and digital assets for hospitality initiatives, pop-up restaurant concepts, and training material.
- Managed and curated social media content and campaigns with internal partners.
- Developed a design system for Date Code Genie labels for food items in cafes.

(add) ventures

Senior Graphic Designer (2021–2022), Graphic Designer (2018)

- Produced visual campaigns, design systems, and branding for Fortune 500 clients.
- Mentored junior designers and guided projects from concept to delivery.

Blue Marble Brands

Graphic Designer | 2015 – 2018

- Led packaging design and rebrands for multiple food and beverage products.
- Directed photo shoots and food styling for brand marketing assets.
- Designed trade show displays, sales materials, and digital graphics.

Earlier Experience

Graphic Designer | 2009 – 2015

- Roles at UNFI (2011–2015) and The Woodworking Shows (2009–2011) focused on packaging, print collateral, and trade show branding.