

CHRISTIE ROBERTS

I make molehills out of mountains

📞 970.946.6821

✉ christie@underthesungraphics.com

🌐 LinkedIn Profile

📁 Work Samples

UX/UI DESIGNER | PRODUCT DESIGNER | CREATIVE DIRECTOR

Creative professional with extensive experience spanning branding, graphic design, creative direction, digital design, UX, UI, and web development. Turning complex ideas into clear, compelling creative and bring structure, strategy, and attention to detail to every stage of production. Experienced collaboration across creative, marketing, technical, and leadership teams to deliver thoughtful, cohesive experiences.

core capabilities:

- Brand Strategy & Visual Identity
- Creative Direction
- Creative Production
- Cross-Functional Collaboration
- Campaign Development
- Brand Consistency & Governance
- Project & Workflow Management
- Creative Problem Solving
- Digital & Web Production
- Design Systems
- Vendor / Partner Collaboration
- Mentoring & Team Leadership

technical & production skills:

Adobe Creative Cloud (XD, Photoshop, Illustrator, InDesign) • Figma • HTML/CSS • WordPress • Shopify • HubSpot • Salesforce • Liquid/HubL • SEO • CMS • Responsive Web • Digital Production

industries:

Technology • SaaS • Hospitality • Travel • Recruitment • Retail • Finance • Healthcare • Real Estate • Entertainment

professional experience:

ROCKY MOUNTAIN CHOCOLATE FACTORY | DURANGO, CO | 2/25 - 5/26

Brand Strategist / UX Designer / Website Developer / Interim Marketing Director

- Led end-to-end UX design and development of a customized, rebranded Shopify eCommerce site, improving usability, navigation, and the customer journey.
- Designed interfaces, email templates, Salesforce integrations, and internal workflows in collaboration with corporate and franchise stakeholders.
- Created the logo, user flows, and visual assets for the Rocky Rewards Loyalty App.

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- Translated business goals and user needs into cohesive UX/UI strategies across web, applications, and internal platforms.
- Served as Interim Marketing/Creative Director, ensuring consistent brand experiences across digital and print touchpoints.

IMPULSE CREATIVE (HUBSPOT PARTNER) | FLORIDA-REMOTE | 2/22-7/24

UX Designer

- Translated user and business requirements into intuitive, visually compelling websites and digital products within the HubSpot platform.
- Created wireframes, prototypes, interactive mockups, and responsive interfaces, refining designs through stakeholder and user feedback.
- Collaborated closely with developers to ensure accurate implementation and high visual fidelity.
- Developed information architecture and design systems, including dashboards and Learning Management Systems, improving consistency across products.
- Designed ebooks and supporting marketing collateral

UNDER THE SUN GRAPHIC & WEB DEVELOPMENT | DURANGO, CO | 10+ YRS

Creative Director / Brand Strategist / Digital Designer / Web Developer

BRAND STRATEGY & GRAPHIC DESIGN

- Developed logos, visual identities, and brand systems that translated client values and messaging into cohesive brand experiences.
- Created print and digital marketing materials including brochures, flyers, social media graphics, and other campaign assets.
- Collaborated directly with clients to develop creative concepts and innovative solutions aligned with their goals and audiences.

CREATIVE & DIGITAL DESIGN

- Led design and development of user-centered digital experiences for a diverse range of clients.
- Designed end-to-end interfaces, wireframes, prototypes, and complex product flows, including booking engines and other conversion-focused experiences.
- Applied accessibility (WCAG), responsive design, and information architecture principles to digital products and websites.

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WEB DEVELOPMENT

- Designed and developed responsive websites using HTML, CSS, and JavaScript, integrating CMS platforms including WordPress, Locomotive CMS, and HubSpot.
- Created custom WordPress themes and plugins and integrated third-party APIs to extend functionality.
- Applied SEO best practices and resolved technical issues to maintain website performance and functionality.

LUMINATE ADVERTISING | BROOMFIELD, CO | 10+ YRS

Creative Director

- Specialized in recruitment advertising and creative campaigns for Six Flags Theme Parks for 10+ years for over 11 parks.
- Developed branding strategies and creative materials across print and digital channels.
- Led creative teams in developing and executing integrated marketing campaigns.
- Managed multiple projects simultaneously, balancing creative quality, deadlines, and budgets.
- Collaborated with marketing, design, and copywriting teams to develop cohesive brand messaging.
- Directed the creation of graphics, video, photography, and other visual assets across marketing channels.

ALAN NOWELL & ASSOCIATES ART STUDIO | IRVINE, CA | 4.5 YRS

Graphic Designer

- Designed travel guides and park collateral for Disneyland, Walt Disney World, and Universal Studios.

other experience:

ADOBE CC PRODUCTS COURSE DESIGNER & INSTRUCTOR | 4 YRS

- Colorado University Boulder, Boulder, CO
- California State University Fullerton, Fullerton, CA