

SHORT BIO

Christine Lieu-Guzauskas is the powerhouse behind CL Designs and the Brand Party Podcast. When she's not trading in climbing the corporate ladder for climbing mountains around the world, she's helping purpose-driven businesses and nonprofits transform their branding, web design, and marketing collateral into efficient impact and sales.

From household names like Walmart, MLSE, and CBC Music (featuring your favourite Canadian musicians) to bold, bootstrapping startups across every industry, Christine's creativity earned her a Digital Publishing Award nomination and a feature in Top 10 Canada Design for the Brand Party Podcast. A dynamic speaker and host, she brings infectious energy and real-talk advice on branding, storytelling, and the art of celebration to stages worldwide.

Christine Lieu-Guzauskas is the expert behind CL Designs and the Brand Party Podcast. When she isn't trading in climbing the corporate ladder for climbing mountains around the world, Christine helps purpose-driven businesses create cohesive branding, web design, and social content to drive your impact and sales. Through her signature VIP Design Days, she transforms design wishlists into results—fast, focused, and done in a day. As featured in Top 10 Canada Design, the Brand Party Podcast delivers fun, honest, to-the-point advice that you can implement RIGHT AWAY in your entrepreneurial journey. She is a dynamic speaker who blends infectious energy with actionable insights on branding, storytelling, marketing, Canva design, and the art of celebration—lighting up stages from Toronto to international retreats.

LONG BIO

Christine Lieu-Guzauskas is the expert behind CL Designs and the Brand Party Podcast. She's a graphic designer who's traded in climbing the corporate ladder for climbing mountains around the world. Christine helps purpose-driven businesses create cohesive branding, web design, and social content creation to increase your impact and sales. Saying no to dull and clunky visuals and yes to consistency, creativity, and efficiency forms the core of her approach. As the host of the Brand Party Podcast, Christine and her guests deliver fun, honest, to-the-point advice that you can implement RIGHT AWAY in your entrepreneurial journey. It has made Top 10: Canada Design and Apple Podcasts' acclaimed New + Noteworthy list in both the Art and Design categories. She is a dynamic speaker who blends infectious energy with actionable insights on branding, storytelling, marketing, Canva design, and the art of celebration—lighting up stages from Toronto to international retreats.

Having earned her stripes in the fast-paced media world, and learned first-hand the challenges faced by startups through her own journey (sometimes the hard way!) Christine wanted to provide lean and efficient design and branding services that would free businesses to push on with what they're best at. She's helped bootstrap startups, household brands, and pretty much everything in between. When she's not climbing mountains around the world, she's been featured as Yahoo News' Top 10 graphic designers to watch for, has had the honour of being a

top 5 finalist in Canada's SME National Business Awards for Young Entrepreneur of the Year 2021, a finalist for the Canadian Choice Awards for Website Companies and Best Graphic Designer in Toronto, and nominated for her work on Maclean's "Bulldog" Election Daily issue with a Digital Publishing Award, covered nationally broadcasted events such as the Juno Awards and Canadian Music Week with CBC Music, raise over \$200,000 in funding for a nonprofit with a website revamp, and helped the House of Anesi raise over \$90K on their Kickstarter campaign, while helping purpose-driven businesses create branding and design collateral to help drive her clients' top line.

SOCIAL HANDLES

Website: christineldesigns.com

Brand Party Podcast: christineldesigns.com/podcast

Instagram: [@_clieu](#)

Pinterest: [ChristineLDesigns](#)

The celebration continues! **Get instant access to the Afterparty:** a bi-weekly newsletter series that gives you your all-access pass to design and marketing tips to cross the waiting line. You. Me. Design. And Dancing.

christineldesigns.com/the-afterparty