

# Christina Day

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## Summary

Christina is a senior designer with a focus product design, creative marketing and brand identity. She enjoys living in Oakland, crafting things in her workshop basement, and playing with her dogs.

## Experience



### Designer

#### HackerDAO

Nov 2021 - Jan 2022 (3 months)

Marketing and Branding design for this revolutionary blockchain-education startup and their community of engineers and mentors.



### UX Designer

#### Betterview

Feb 2021 - Jul 2021 (6 months)

At Betterview I helped facilitate the creation of a dynamic interface and workflows for their Enterprise SaaS platform. Partnering with the Lead Designer, I collaborated and owned the product vision, roadmap, and execution. This position will helped scale Betterview's product offerings and ensured we were meeting the needs of our current and future customers.

In this role I leveraged my in-depth knowledge of design thinking to drive my process. From user research and ideation to feedback and eventual feature release, I was committed to building delightful user experiences with an agile and iterative approach.



### Design Consultant

#### Ten Spot

Nov 2020 - Feb 2021 (4 months)

TenSpot wanted to refresh their website with all of their new product offerings. I helped them build and design the new look and feel of TenSpot.com as well as the launch of their new streaming engagement platform.



### Product Design Consultant

#### Thrive

Nov 2019 - Dec 2019 (2 months)

I helped build and design ThriveBot, Thrive app's personal wellness coach AI.



### Product Designer

#### ZeroCater

Jul 2017 - Apr 2018 (10 months)

At ZeroCater I helped launch our new Kitchens & Snacks product. I have had the privilege to work on several cross-functional teams. Lately I spend most of my time collaborating with our engineering team to continue improving our client dashboards and honing our arsenal of internal tools.



## **Designer**

### **ZeroCater**

Feb 2016 - Jul 2017 (1 year 6 months)

Worked with the Director of Design to create the company style guide, create layouts and assets for marketing campaigns, manage all printed needs and vendors, create assets for web and apps, illustrations for icon system, graphic design services for events



## **Designer**

### **Fond**

Aug 2014 - Sep 2015 (1 year 2 months)

As a designer at AnyPerk, I provided illustrations and collateral while also designing, developing, and maintaining our company's marketing website, [www.anyperk.com](http://www.anyperk.com).

AnyPerk partners with companies to provide hundreds of great perks and discounts for their employees, helping them create a rewarding work environment. We strive to help businesses of all sizes attract and retain top talent and believe that every employee, whether working for a company of 10 or a company of 100,000, should have access to high-quality employee perks. The AnyPerk platform is accessible, easy-to-use, and is a gateway to discounts of up to 50% in wellness programs, entertainment, shopping, and travel.



## **Graphic Designer, Illustrator, Branding**

### **MakerSquare - School of Software Engineering**

Dec 2013 - Aug 2014 (9 months)

I crafted MakerSquare's (now called Hack Reactor) branding as their Lead Designer in both Austin and San Francisco. In this role I developed their logo, designed and built the interior wall installations for their San Francisco location, developed a branding update and style guide in conjunction with the marketing team, crafted numerous fliers, business cards, letterheads and banners for the business and was involved critically in most design choices the company has made since its inception.

[www.makersquare.com](http://www.makersquare.com)



## **IT Coordinator, Landmarks**

### **The University of Texas at Austin**

Aug 2013 - Aug 2014 (1 year 1 month)

I served as the lead content and development specialist for Landmarks. I was instrumental in the rollout of the site for a new on-campus installation by artist James Turrell in collaboration with the New York City-based creative agency Funny Garbage.



## **Web Designer, Illustrator**

### **Bonsai**

Mar 2014 - Jul 2014 (5 months)

Bonsai is a Heroku-based, managed integration of Elasticsearch. I am assisting with a branding and website redesign that is in the works.



## **Graphic Designer**

Kome Sushi

Jun 2012 - May 2014 (2 years)

As Komé's designer, using custom illustrations and hand-drawn lettering, I re-designed the drinks and dessert menus and created happy hour and vegetarian/vegan menus.



## **Web Consultant, College of Fine Arts**

The University of Texas at Austin

Dec 2012 - Dec 2013 (1 year 1 month)

As a member of the Web Team, I spearheaded the development, growth, and maintenance of the College of Fine Arts' family of websites. In this role, I assisted with everything from implementing responsive design, interpreting and reporting data from Google Analytics, to researching and applying Section 508 Web Accessibility practices. I defined an updated workflow for our staff members that contributed to creating web content. This included ushering-in a large-scale migration from an older .net-based framework into a Drupal and Wordpress-based platform, guiding the transition of professor-created content from the old framework, as well as providing training sessions, resources and data-based monthly reports that helped to build an enthusiastic community of contributors and evangelists. As part of this process, I also established a precedent of using data from Google Analytics and similar services to help guide content creation and budgeting decisions.



## **Owner, Graphic Artist**

Bentobox Studio

Oct 2007 - Jun 2009 (1 year 9 months)

Co-Founder of Dalls/Fort Worth based web design studio focusing on small business and individual web site development. Clients receive the online boost they need to set themselves apart from their competition and grow their customer base. We assess client needs and wants and roll them up into a web site custom catered to their business.

## **Education**



### **University of North Texas**

BFA, New Media Art

2007 - 2010



### **University of North Texas**

BFA, Drawing and Painting

2007 - 2010

## **Skills**

Adobe Creative Suite • CSS • User Experience (UX) • JavaScript • User Interface Design • Figma (Software) • UX Research • Product Design • Marketing Design • After Effects