

# Christina Day

Product Design, Creative Strategy, Branding, UI, UX. Previously at ZeroCater, Fond, Hack Reactor.

christinamday@gmail.com

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## Summary

An experienced designer, developer, and consultant with a background in studio and new media arts.

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## Experience

### Product Designer

July 2017 - April 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 at ZeroCater

February 2016 - July 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

August 2014 - September 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 at MakerSquare

December 2013 - August 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 at The University of Texas at Austin**

**August 2013 - August 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**

**March 2014 - July 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**

**June 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 at The University of Texas at Austin**

**December 2012 - December 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**

**October 2007 - June 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.

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## Education

University of North Texas

BFA, Drawing and Painting, 2007 - 2010

Activities and Societies: Painting and Drawing Association

University of North Texas

BFA, New Media Art, 2007 - 2010

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[Contact Christina on LinkedIn](#)