

# Christina Davis

I am a human-centered designer who is drawn to work that creates meaningful change in peoples' lives. My journey as a designer has been woven from a variety of experiences throughout my career. My past roles range from strategic planning and startup of a sales and manufacturing company in China to using a systems based approach to guide customized safaris. I have experience working across cultures and borders and wearing multiple hats at a startup.

At Austin Center for Design, I honed formal design methods through real-world projects from inception to completion, including research & problem identification, employing rapid iteration and MVPs to design products, through to building screens & collaborating with developers, and authoring & presenting executive briefings. My work as a freelance graphic designer complements the rigorous design methods practiced at AC4D.

Christina Davis  
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## SPARK

Spark connects college students with mentors and tools in order to promote self exploration and build confidence in decision making

2

## Models

Visually illustrating complex data

3

## MB App Overview

Summary of the redesign of the MB Financial banking app

## RESUME

# Christina Davis

## Skills



**Design Research, Visual Modeling, Rapid Iteration & MVP, Storyboards, Wire Frames, Journey Maps, User Personas, Storytelling, Product Development, Prototyping, Usability Testing, Roadmapping, Feature Briefs, Systems Thinking, Lean Start-up, Collaboration**

**Adobe XD/ID/AI/PS Sketch, InVision, Affinity, Autodesk CAD/Revit, SketchUp, MS Suite**

**Product Innovation, Lean Manufacturing, Project Management, Financial Modeling, Forecasting & Budgeting, Fund Raising, Presenting**

## Education



**IxD and Social Entrepreneurship**  
*Austin Center for Design | 2019*

**A.A.S Interior Architecture**  
*The Art Institute International of Minnesota | 2015*

**B.A. Economics & Italian Studies**  
*The University of Arizona | 2004*

## Community



**Seedling Mentoring**  
*April 2019- Present*

Mentor children with an incarcerated or deported parent.

**Lincoln Park Zoo Auxiliary Board**  
*2005-2019*

Created community engagement events to educate on conservation and local environments. As a board, raised 500k annually for funding of field work & research.

**Teen Exodus**  
*2004-2009*

Planned and supervised incentive activities for honors students from Chicago Public Housing Projects.

## Experience



**Design Consultant**

*January 2016 - Present*

**Design Consultant | Studio Davis | January 2016 - Present**

Offering a wide array of design services ranging from developing visual messaging for strategic communication campaigns to service design with creation of conceptual spaces brought to life through 3D digital modeling. Graphic design for political campaigns including logos, mailers, and websites. Design and modeling of experiential spaces, including the 2016 NFL Draft.

**Austin Pets Alive | August 2018 - December 2018**

Developed research plan rooted in contextual inquiry to guide research interviews. Applied methods of design synthesis, systems analysis, data mapping, and work/task-flow modeling to simplify complex problems and services to stakeholders. Created design pillars to outline opportunities for improved animal welfare & service delivery.

**Co-Founder & Designer | SPARK | November 2018 - May 2019**

Created qualitative research plan & conducted ethnographic research to identify patterns & trends in the context of a large scale social problem. Defined insights and design criteria to ideate multiple design solutions. Illustrated story boards, service blueprints, customer journey maps and conducted competitive research to design an app-based mentoring platform for first-generation college students.

**Safari Guide | Wilderness Safaris & EcoTraining | 2012 - 2014**

Delivered on wanderlust by creating custom safari experiences. Ran conversational interviews to identify guests' expectations, desires, and dreams. Designed a subversive learning experience to deliver joy beyond what the users identified. Taking a whole system approach to guiding by using ecosystem mapping and linking made it possible to deliver on guest expectations. Achieved 10 certifications and safely completed over 150+ respectful encounters approaching elephant, buffalo, lions, and rhinos on foot.

**Director of Corporate Development | Knight Industries | 2005 - 2009**

Gained experience operating and building value in a company. Identified and researched opportunities to enter the Chinese market, presented case, and closed \$1.2M external funding round. Owned establishing manufacturing plant, building sales team and designing marketing plan for the Asian market. Managed international licensee network, including growing licensee network through sale of new manufacturing plants. Participation in product innovation steering committee, plant logistics, system mapping and creation of training materials, assisted CFO with forecasting, budgeting, and bank refinancing.

# SPARK

Problem Identification

Research and Synthesis: Co-creation and Contextual Inquiry

Defining Insights

Ideation and Concept Development

Design Pillars

Product Development

Pilot Testing

1

SPARK

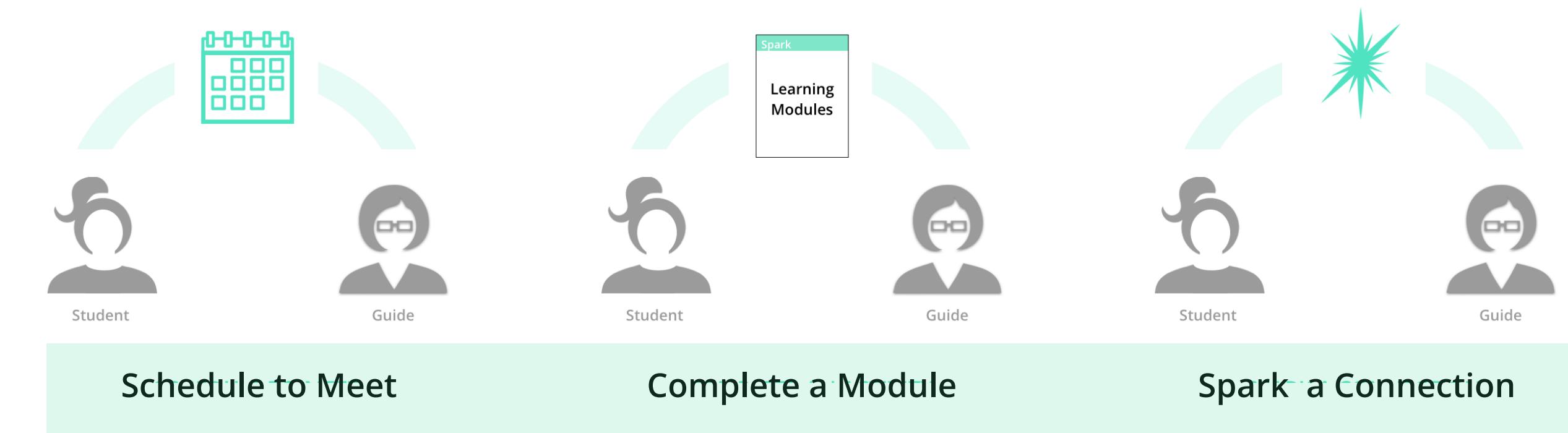
Spark connects college students with mentors and tools in order to promote self exploration and build confidence in decision making

## RESEARCH / PRODUCT DEVELOPMENT / BUSINESS STRATEGY



**Spark** connects college students with mentors and tools in order to **promote self exploration and build confidence in decision making**. Our learning materials bring a student and a guide together for **co-creation** and our modules are meant to **spark new perspectives**. Over time, **students build agency** while their guides also gain new perspectives.

SCOPE: Generative Research to Prototyping

**Goal**

To research a large-scale social problem, iteratively prototype and test designs, create an end-to-end design solution, and pilot the product.

**Problem Space**

College persistence and completion.

**Team**

3 Designers  
As a team, we shared responsibilities during the 26-week project.

**My Role**

Design researcher, experience designer, product strategist, product co-owner.

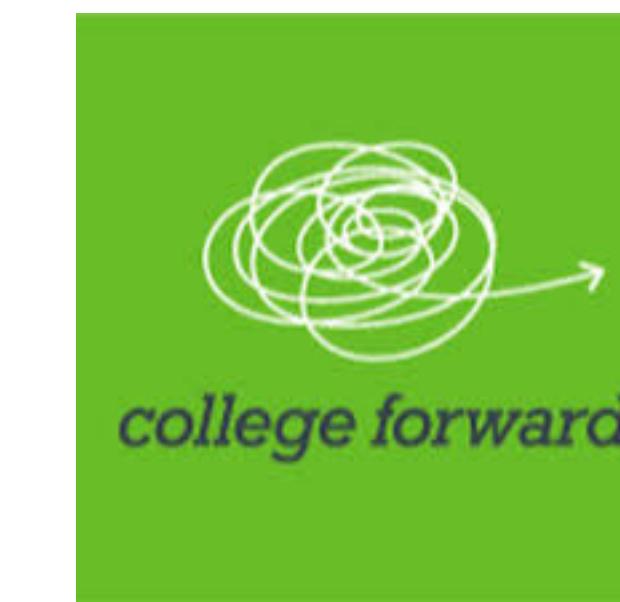
## THE PROBLEM

# College Persistence & Completion

Today, nearly 75% of college students are **post-traditional students**, however our education systems have yet to adapt to this changing paradigm. Consequently, **our educational systems are not set up to understand or support these students**. In 2020, close to 65% of all jobs will require some form of post-secondary education.

**Research Focus:** As of 2017, over 25% of US children under 18 were living with at least one immigrant parent, which means they are navigating school and career choices in a very different context than their parents did. We conducted research into how young first-generation Americans make choices about their future, specifically, how decisions about education & future are affected by family stories, cultural backgrounds, and community expectations.

**Stakeholders & Research Partners:** We conducted interviews with 5 student support organizations focused on college completion to better understand how they deliver value to student participants and to their organizations.



## RESEARCH AND SYNTHESIS

# Discovering Opportunities

My team and I focused on listening to **students** in high school, college, and recent college graduates **because this is a time when pivotal decisions affecting futures are made**. We recruited research participants and utilized ethnographic research techniques like **co-creation sessions, immersions, and contextual inquiries**. We conducted user interviews with **26 young adults and 5 stakeholders**.

**Storytelling** with photos and personal experiences of our participants was a valuable tool for gaining empathy during presentations.



## Co-Creation

We designed a drawing activity for participants to illustrate decision making and influences.



## Contextual Inquiry

We sat alongside participants as they explained how they made decisions about their education.

## THEMES

# Key Insights

During synthesis, we transcribed all of our interviews and pinned individual utterances to the wall. We analyzed each statement and created groups of utterances representing common themes. These themes led us to identify the following insights:

**First-generation American students receive critical support from outside their family**

**First-generation American students with a strong sense of self still feel isolated**

**Students don't receive exposure to a range of careers and make poor choices**

**High School and College do not prepare students to be autonomous**

**Academic achievement and a sense of agency are not the same thing**

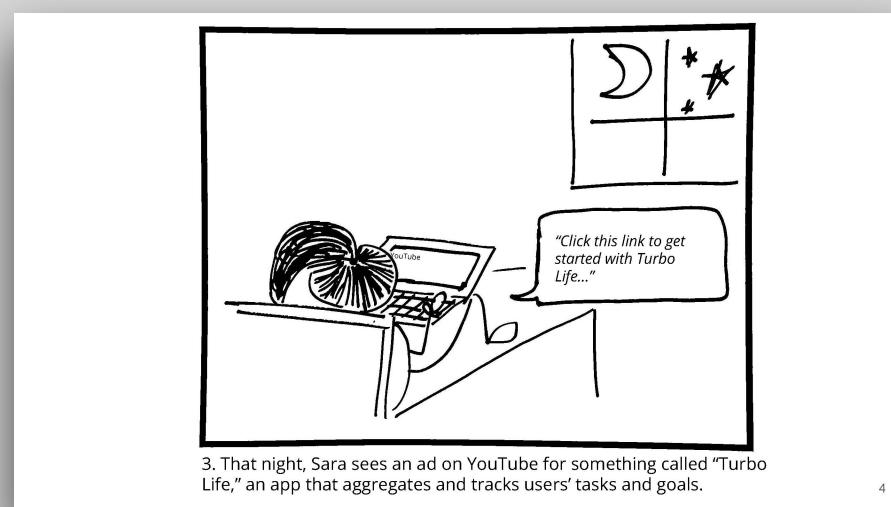
## IDEATION TO CONCEPT DEVELOPMENT

# Role Models Make a Difference

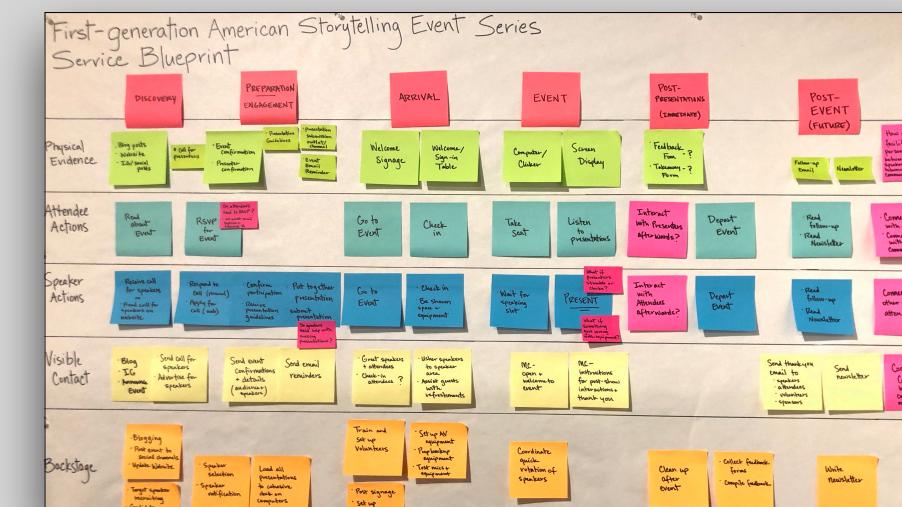
Our synthesis revealed every participant who was succeeding in their life path pointed to a **pivotal, mentoring figure in their life, OUTSIDE their family**. Out of the generative research we conducted, we ideated over 200 design solutions. We down selected to three design solutions to develop further and gather user feedback.

We created **storyboards, service blueprints, lean canvases, and theories of change** to illustrate the services from discovery through acquisition, how the services would function, who they would impact, and to map business channels from short term testing through to an established product. We developed a hypothesis and defined success criteria to our top 3 concepts.

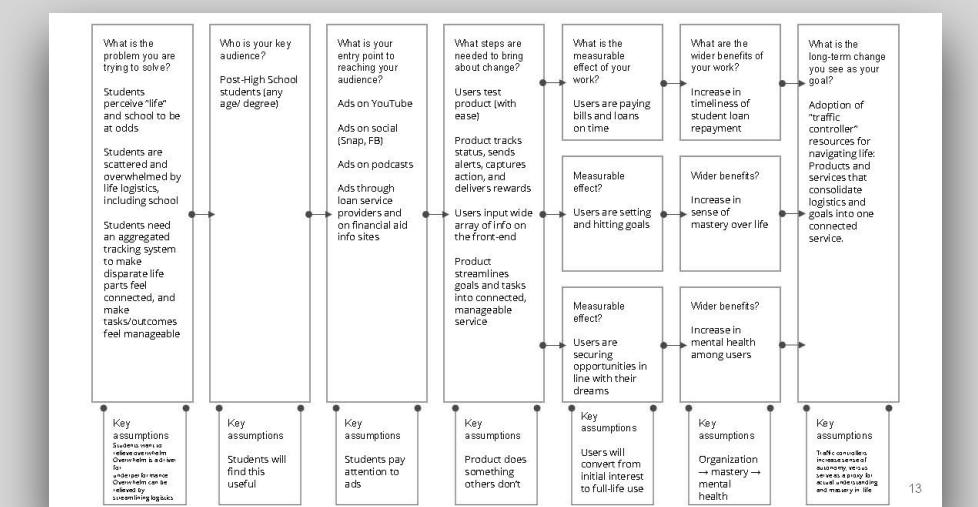
## Storyboards



## Service Blueprints



## Theory of Change



## Lean Canvas

LEAN CANVAS EduMatch January 25, 2019				
Problem	Solution	Unique Value Proposition	Unfair Advantage	User Segment
<p>Students are overwhelmed by the college search and selection process. They need guidance and support to find the right college for them.</p> <p>Students can't get advice from family members.</p> <p>Students feel pressure to follow a traditional path.</p>	<p>A tool to match you with the best college options for your individual needs and preferences.</p> <p>Results based on individual needs and interests, to live a happy and fulfilling college experience.</p> <p>Save and compare colleges and programs.</p> <p>Applications accessible directly from tool.</p>	<p>Ease of input.</p>	<p>-High school students preparing for college</p> <p>-1st generation college students</p> <p>-Student support organizations, high school counselors</p>	<p>-High school students preparing for college</p> <p>-1st generation college students</p> <p>-Student support organizations who work with a student support organization</p>
Channels	Existing Alternative	High Level Concept	Revenue Streams	Break even point
<p>Student support organizations, High School counselors</p> <p>Add: Word of Mouth</p> <p>Education conferences</p> <p>Education publications</p>	<p>Relying on info from ill-informed sources</p> <p>Looking into colleges individually</p> <p>Doing uniform searches</p> <p>Making uninformed choices</p>	<p>Matchmaker for colleges and programs.</p>	<p>Free trial for 2 basic results then, \$20 for year subscription</p>	<p>~2000 paid users</p>
Cost Structure	Key Metrics	Cost Structure	Revenue Streams	Break even point
<p>Hosting costs: \$150/year</p> <p>Marketing: \$500/month</p> <p>Admin people costs: \$3500/month</p> <p>Initial build cost: \$15000</p>	<p>2000 users</p> <p>5000 subscribers</p>	<p>Product does something others don't.</p> <p>Users are setting and fitting goals</p> <p>Product streamlines tasks into connected, manageable services</p> <p>Measurable effect?</p> <p>Wider benefits?</p> <p>Users are securing opportunities in line with their dreams</p> <p>Measurable effect?</p> <p>Wider benefits?</p> <p>Users are connecting their goals into one connected service</p> <p>Adoption of "turbo controllers" for managing life resources</p> <p>Products and services that consolidate big goals and small goals into one connected service</p>	<p>Free trial for 2 basic results then, \$20 for year subscription</p>	<p>~2000 paid users</p>

## DESIGN PILLARS

# Defining the solution

We exist to support human-to-human, in person interactions.

**Consistent meetings are crucial to building agency, so we must provide logistical support.**

**Interactions must be engineered for students to develop a sense of agency through a structured framework.**

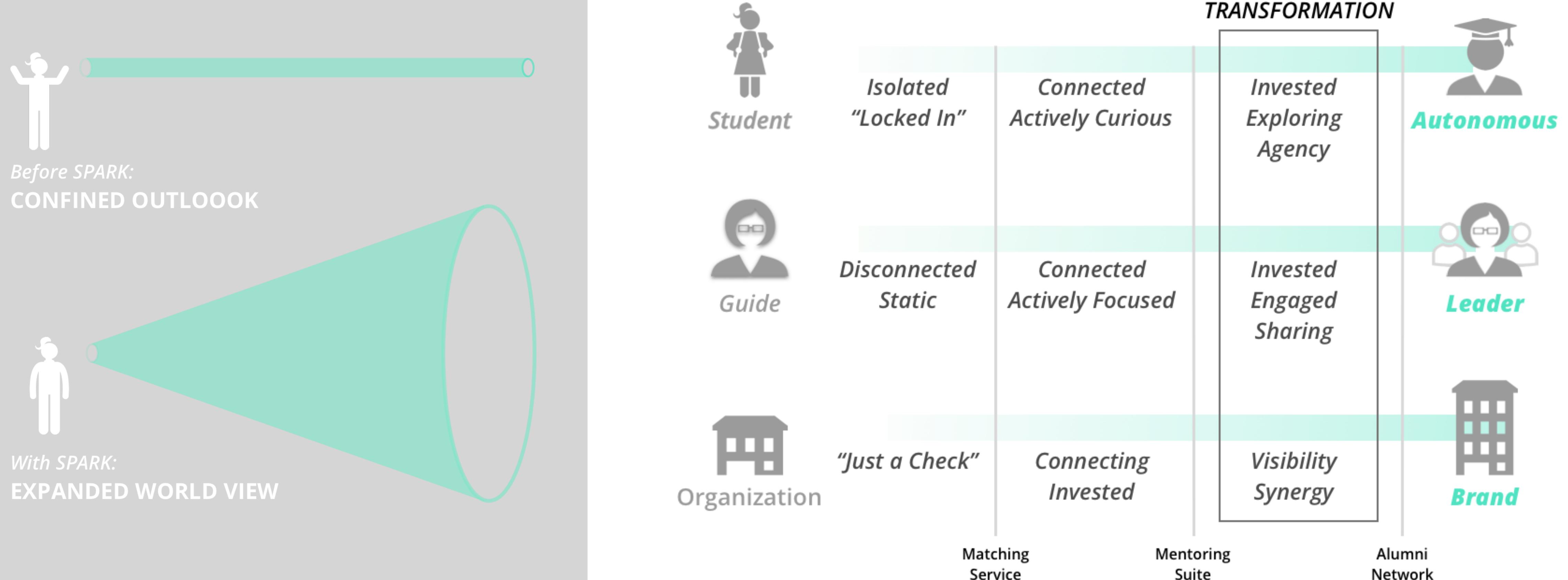
**The framework for interaction must make qualitative matching irrelevant; any pair must be able to interact through use of the product.**

### Sense-making Tool: Service Blueprint

Our team created a service blueprint to document what was required for each stakeholder along the product journey

	Discovery	Activation	Matching	Onboarding	First Meeting	Ongoing Engagement	Ongoing Feedback	Future State
Artifacts	- pitch deck - sign-up sheet for mentees - demo	- profile template - agreement form - digital platform for matching	- digital interface with calendar and scheduler	- guides: mentorship, goal-setting	- in-app goals and meeting parameters	- notes - frameworks for prompting - benchmarks	- feedback prompt - feedback channels	- digital network - resubscribe options
Mentee Actions		- signs up - completes profile	- selects match - selects time to meet	- attends training	- discuss goals, trajectories - make goals for next meeting	- discuss goals, trajectories - make goals for next meeting	- gives feedback periodically	- completes mentorship - joins digital network
Mentor Actions		- signs up - completes profile	- receives match - confirms meet time	- attends training	- discuss goals, trajectories - make goals for next meeting	- discuss goals, trajectories - make goals for next meeting	- gives feedback periodically	- completes mentorship - resubscribes
Company Actions	- attend pitch - send sign-up email	- sets success metrics - provides matching pool - signs contract			- track meeting participation		- checks in with MM periodically	- collects feedback - provides end-state encouragement
Visible Actions	- pitch to org - give demo	- meet with org to discuss goals	- sends matches	- leads training	- track meeting participation - send nudges to action	- send prompts - answer qs	- collects feedback - sends tips - sends survey to org	- grant access to digital network
Invisible Actions	- research and contact orgs	- reviews org success criteria - creates org dashboard	- reviews possible matches - makes matches	- create and digitize resources, guides		- track meeting and archive	- track feedback	- create digital network
Support (Mentorship)		- matching interface for participants	- define matching process - scheduling for participants	- mentorship "success" guides	- create feedback form		- offer tips	
Support (Company)	- create pitch deck and sample artifacts	- create contract for org	- create database	- shares matches with org			- give feedback	

## THEORY OF CHANGE

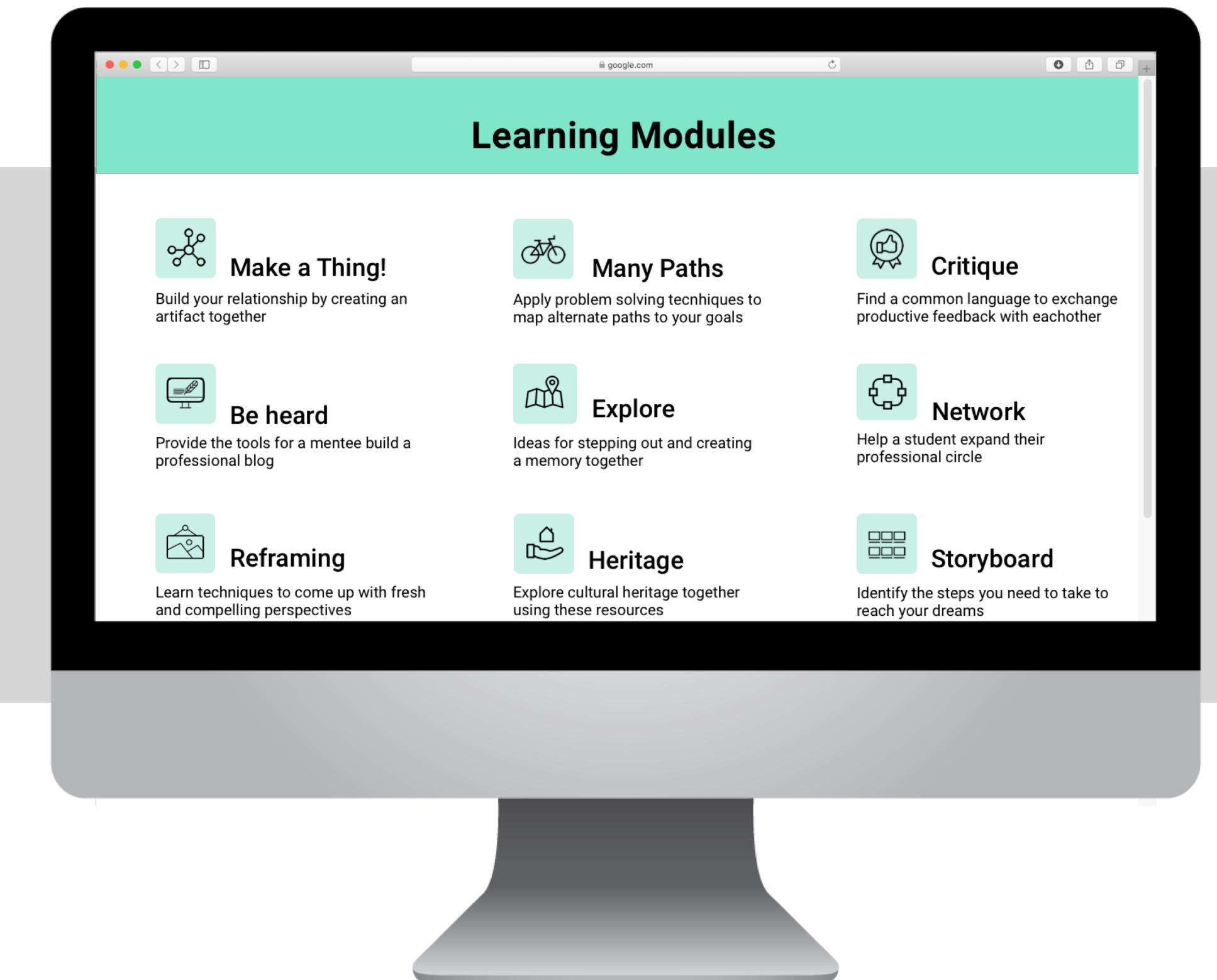
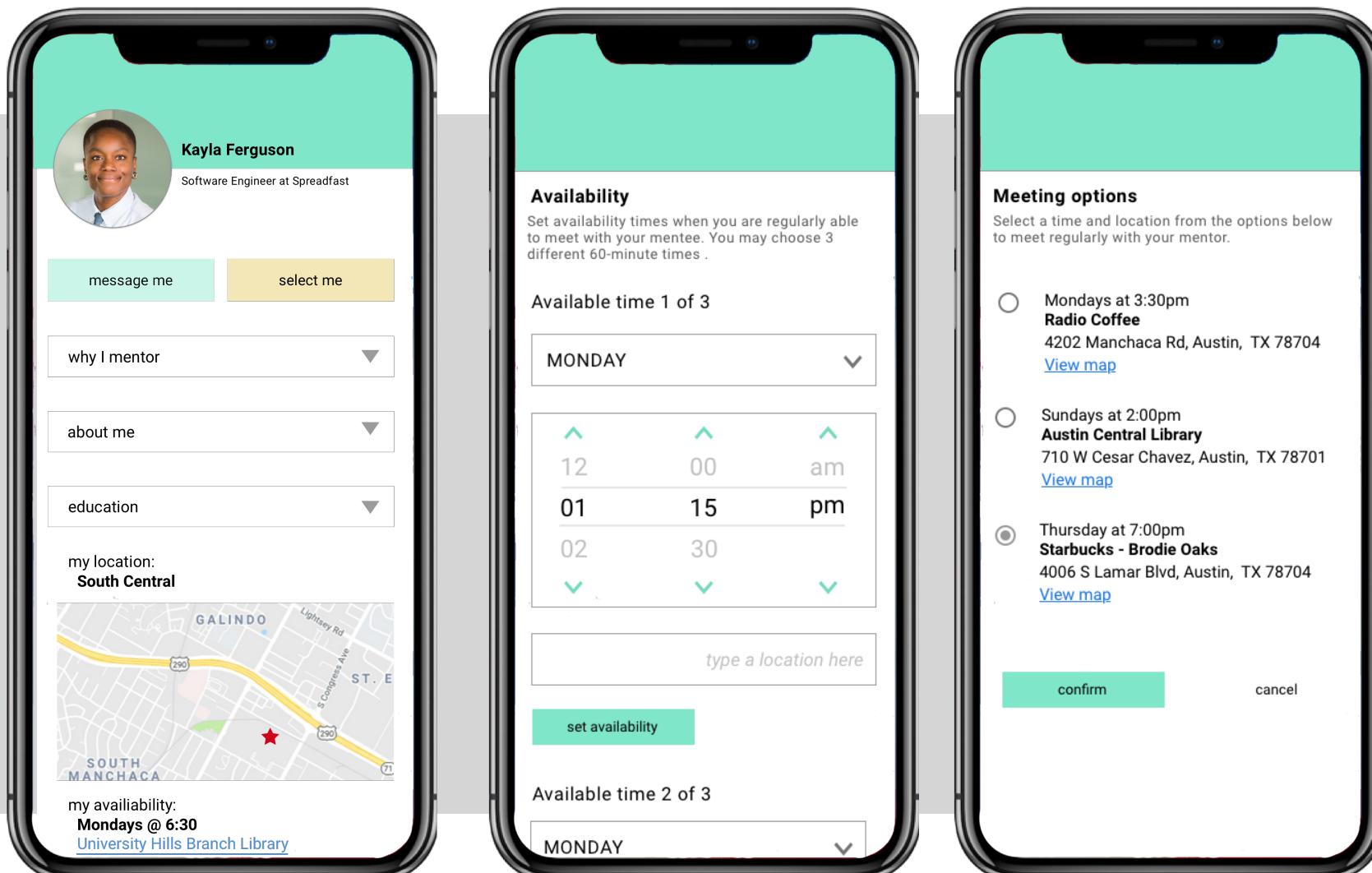


Spark is designed to benefit 3 parties: mentees, guides, and student support organizations. One of the things we heard from student support organizations was their relationship with students felt transactional, students were just there for a check. The SPARK platform creates a channel for past members of the SSO to continue engagement with the organization, and the SPARK modules are designed (and tested!) to deliver exploration and growth to the both the mentee and the guide. Providing a path for SSO participants to remain engaged creates an active alumni network; both delivering value to current and past participants in the SSO and also offering the SSO additional channels for fundraising and branding.

PRODUCT DESIGN

# Spark Digital Platform

Our research indicated the number one criteria for a successful mentor pairing was based on time and geography. Since our materials are designed to facilitate meaningful interaction between any two people, we designed the Spark app for ease of setting meetings.

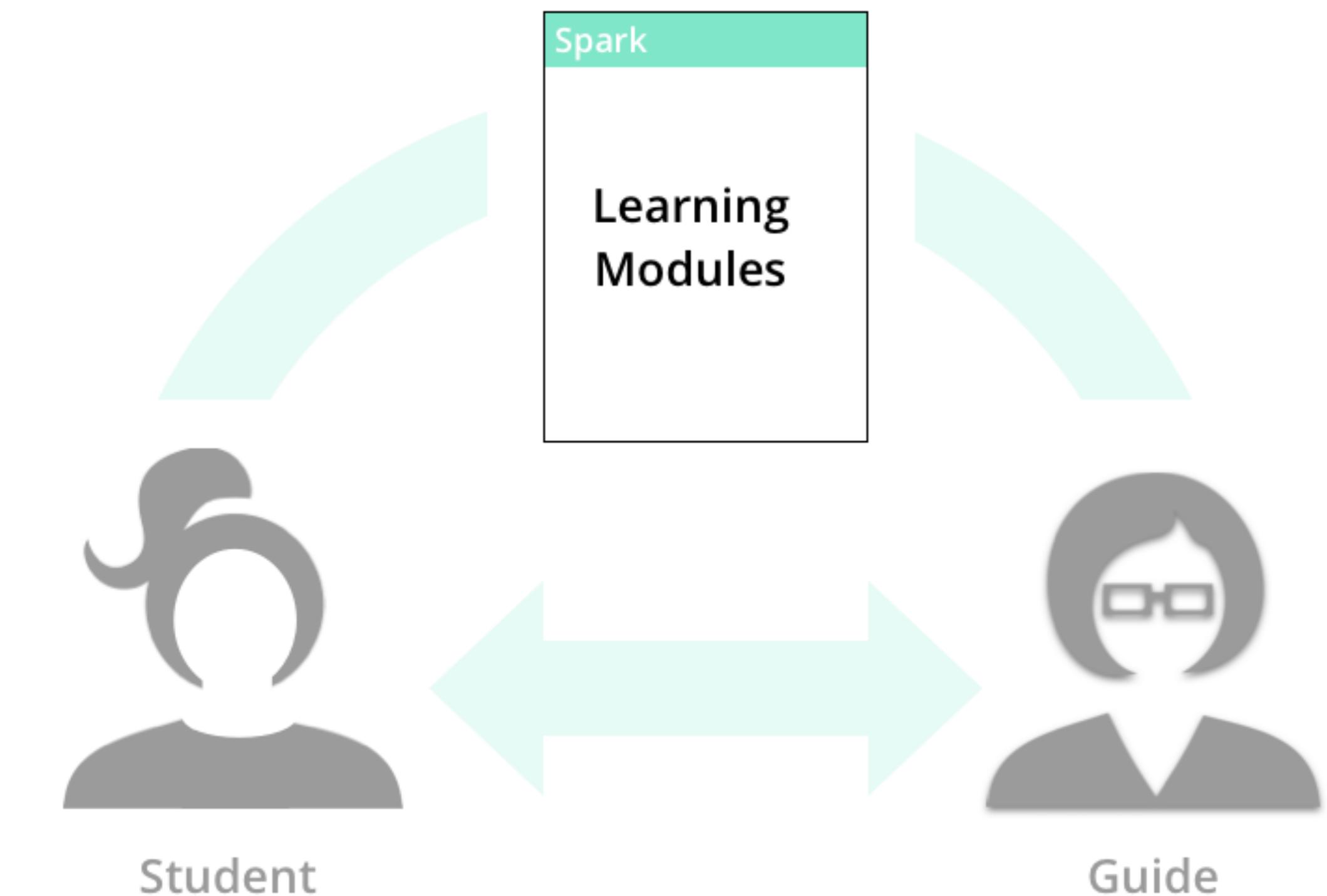


## PRODUCT DESIGN

# Spark Digital Platform

Through our research, we also learned that the most fulfilling mentoring relationships have a **support structure to guide interactions**. Spark's interactive modules are designed to create a **springboard for conversation, reflection, and growth**. The activities are designed to provide a new lens for both mentors and mentees to develop new perspectives and outlooks.

The modules are designed to be completed in any order, and since they do not build on each other, pairs can **repeat activities later on and still learn new lessons**.



Learning Modules are an artifact to bring together student and guide together to spark transformation. Learning modules are designed to create a spark between 2 people without requiring matching characteristics beyond location and availability.

## PROTOTYPING & USER TESTING

# Pilot Test

We created **paper prototypes** for mentor and student pairs to complete over 2 meetings. We created the following criteria for success:

**Students will Identify Multiple ways to solve a problem**

**Students will find alternate paths to a goal**

**Students will take a new action as a result of these activities**

We gathered **user feedback** from both mentors and mentees through a survey following the first meeting and a 30 minute video interview after the second meeting.

Both students and mentors found value in the meetings and we saw **strong indicators our success criteria were fulfilled**, amongst both strong achievers and those needing more guidance.



# Visualizations

Research and Strategy Analysis at Austin Pets Alive!

Documenting the effects of an Amazon merger on the  
Nespresso Coffee System

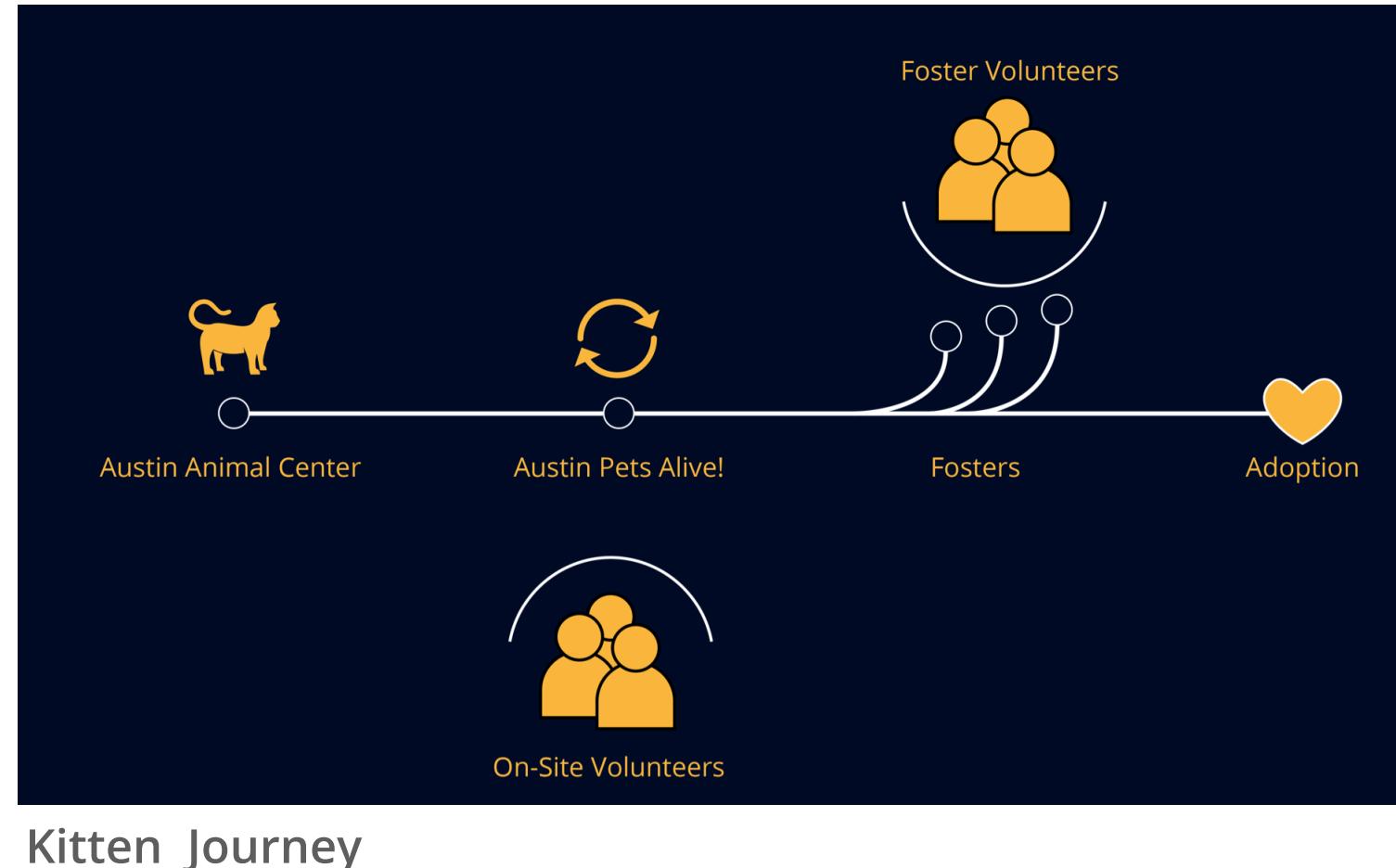
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Models

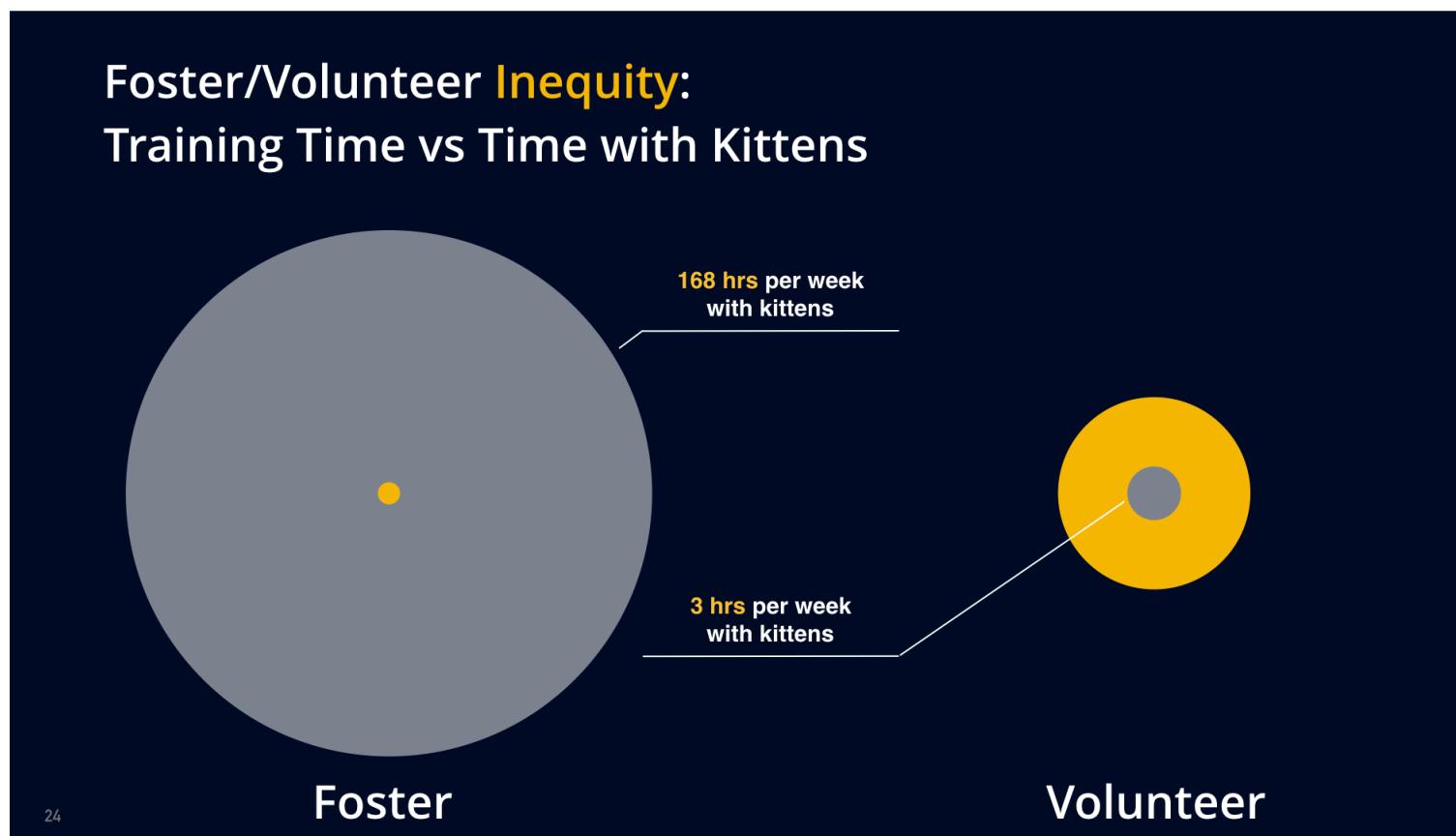
Visually  
illustrating  
complex data

# Models

## RESEARCH AND STRATEGY ANALYSIS AT AUSTIN PETS ALIVE



Kitten Journey



Analysis of Care Providers and Educational Support

### APA Volunteers and Fosters

We conducted over 25 hours of interviews at Austin Pets Alive with volunteer feeders, kitten fosters, staff, and veterinarians. We practiced contextual inquiry methods and synthesized the data to gain an understanding of the operational problems management could not identify.

### Findings and Design Guidelines

During our time at the Neo-natal kitten nursery we observed the foster team was overburdened and scrambling to find new foster placements for kittens in danger. I created the diagram to the left to illustrate the disparity between the amount of training for volunteers and fosters relative to the time responsible for kitten welfare. To the right are our final design recommendations.

APA! is so stressed for resources that any 'animal lover' is considered qualified labor

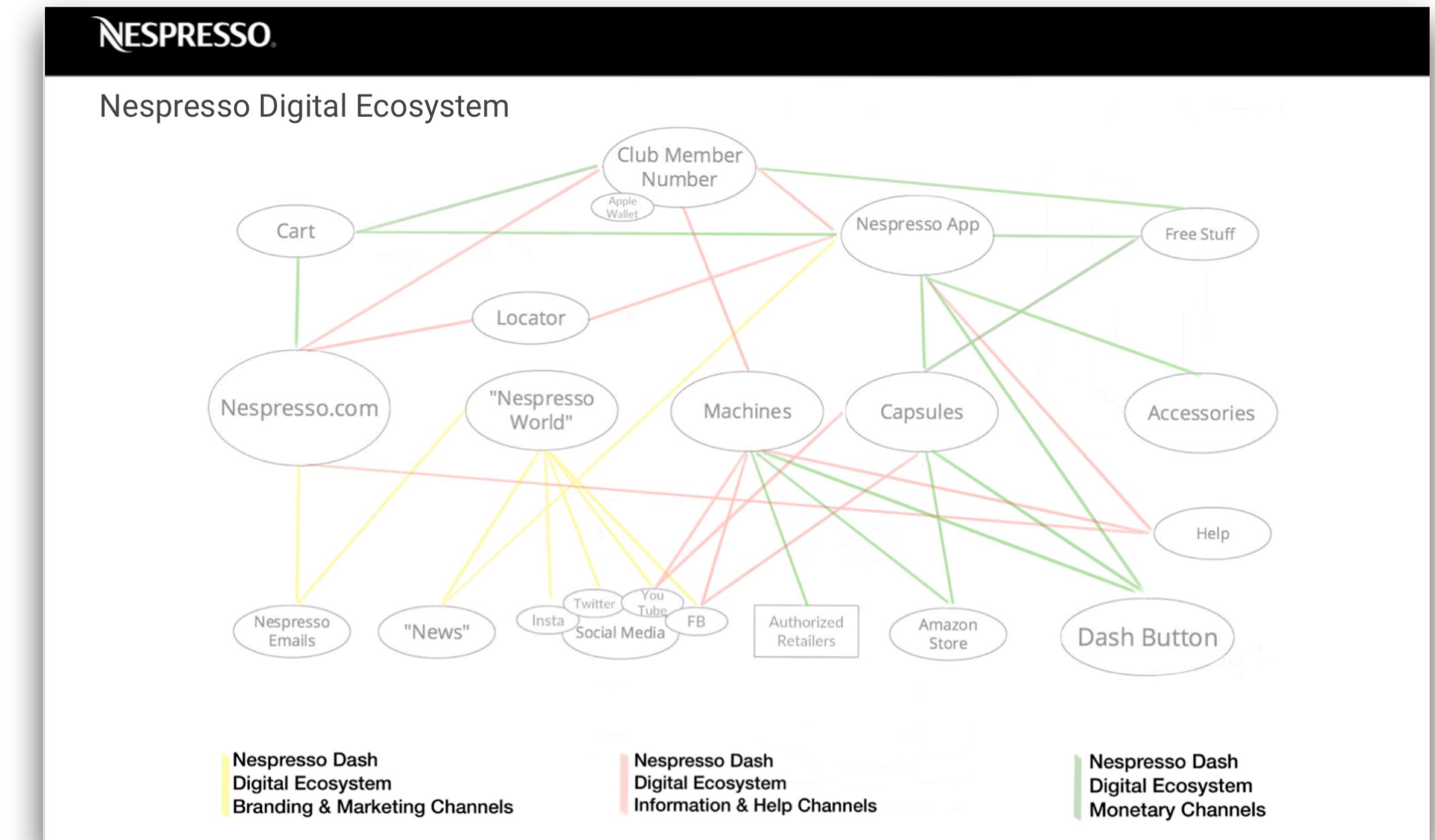
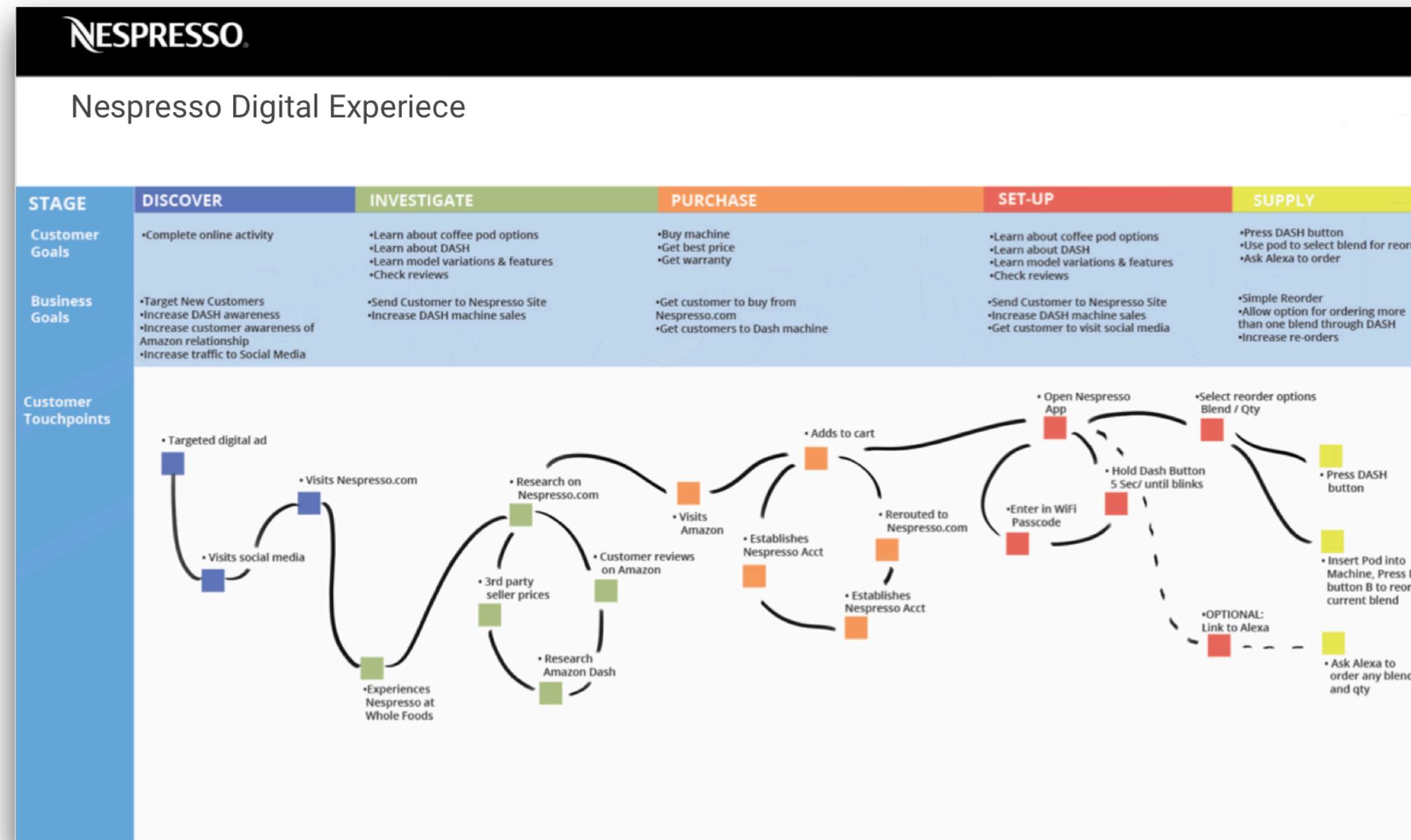
### Insights

Stressed for quality labor	Volunteer Experience	Foster Training	Foster Blind Spot
APA! should identify KPI's to help develop valuable practices	APA! should consider volunteers' hopes and fears when designing training and assigning tasks	APA! should ensure that fosters clearly understand responsibilities	APA! should enable the foster team to be proactive, rather than reactive

Design Recommendations

# Models

## DOCUMENTING THE NESPRESSO SYSTEM



### The Nespresso Experience

**OBJECTIVE:** Map the physical, environmental, and digital aspects of the Nespresso coffee system and then document the effects on the system when forming a partnership with Amazon Dash.

### Artifacts

The Digital Experience diagram illustrates the new customer journey alongside the business objectives over the course of discovery to resupply.

The Nespresso Digital Ecosystem illustrates the monetary, information, and branding channels for Nespresso's online presence.

# MB Financial App Redesign

User Research

Concept Diagram

User Stories

Wireframes

Developer Collaboration

User Testing

Thin-Slice Hero Flows

Product Roadmap

Strategy Development

Feature Brief

3

MB App  
Overview

Summary of the  
redesign of the  
MB Financial  
banking app

UX/UI REDESIGN

# MB Financial App Redesign

In this redesign of the MB Financial mobile app, the goal was to add additional functionality and improve user experience. The scope of the project included user research through to writing and presenting an executive brief explaining the new features and providing a strategy for timely, cost effective release of the updated app.



Executive Brief & Presentation

MB Financial Banking App:  
Product Strategy  
& Feature Brief  
April 2019

## Goal

To map and redesign a banking app to improve usability and add financial budgeting features.

## Problem Space

Mobile Banking Features & Usability

## Team

Individual Project

## My Role

UI designer, UX tester, Product Owner

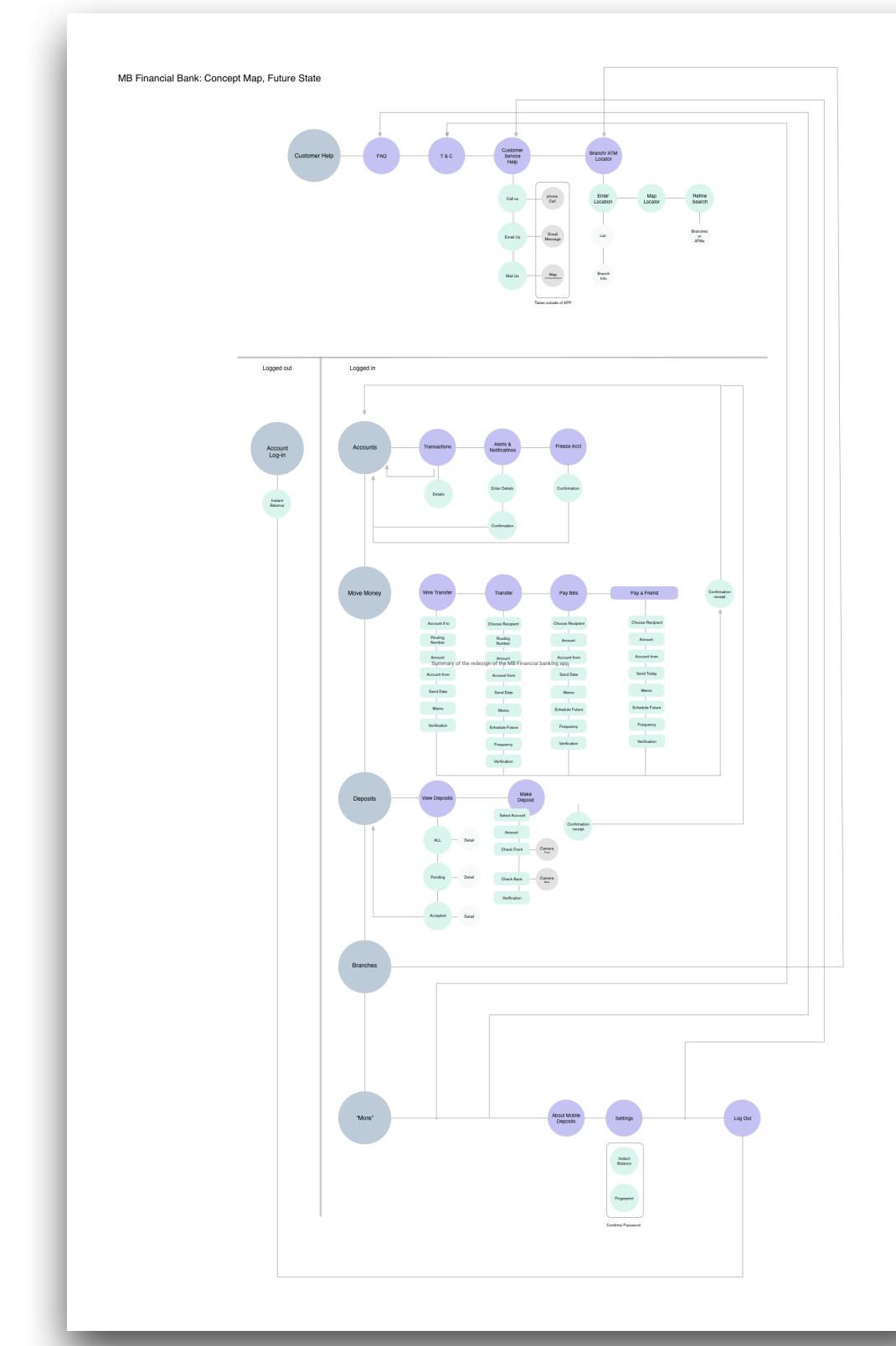
# DIGITAL ARCHITECTURE AND WIRE FRAMING

# Digital Interfaces and Product Management

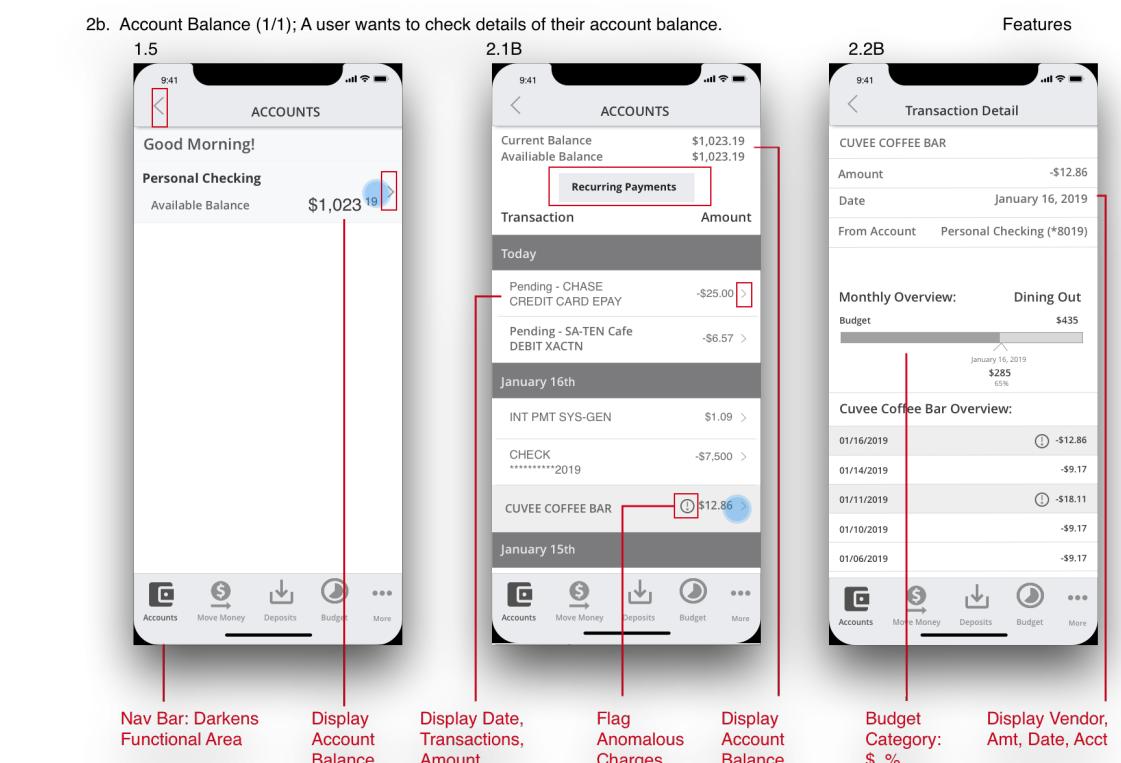
After documenting the existing app architecture and I redesigned the app for an **improved user experience**. The redesign introduced **new functionality**, including **budgeting and financial modeling tools**. To the right is a concept map depicting the architecture of the updated app.

I conducted user testing with participants who used a mobile device and the InVision app to navigate through flows. After implementing updates based upon user feedback, I redlined the wireframes to specify controls and features in preparation for sizing the project with a developer and obtaining an estimate. Links to a sample of the Sketch file and links to Invision prototype are on the following page.

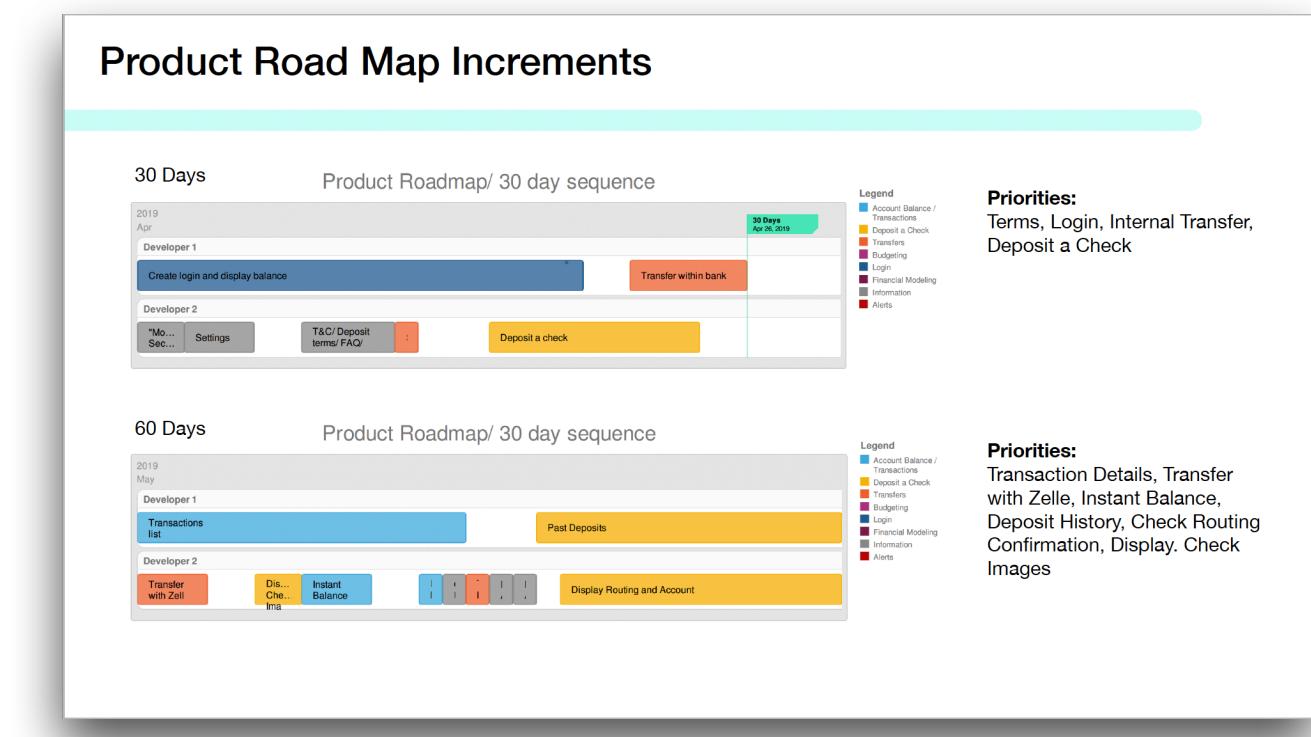
Following meeting with the developer, I created **product roadmaps** and **thin-slice hero flows** for incremental release and full release of the app. I concluded the project with a **design strategy** and **feature brief** for presentation at the executive level.



MB Financial Bank: Concept Map Future State



# Redlined User Flow for Developer Sizing



# Product Roadmap

## WIREFRAMES AND PROTOTYPE FILES

# MB Financial App Redesign

The following page includes a process overview and diagrams to accompany the Invision Prototypes and Sketch sample linked below.

### Try out InVision Prototypes at these links:

“How do I log into my account?” <https://invis.io/FXVYD3VWMCU>

“What if I spend differently?” <https://invis.io/9SVYD5TV6QF>

“How much can I spend?” <https://invis.io/CZVYD5YJYPS>

“I need to look into an alert about an abnormal transaction.” <https://invis.io/VEVYD694DPK>

“I need to pay back a friend!” <https://invis.io/SMVYD6U9ZNH>

“I want to deposit a check without visiting the bank!” <https://invis.io/W8VYD762EP7>

### A sample Sketch file available for download:

[https://drive.google.com/file/d/10m6zE\\_JHmSCxgSWydiW82re-gOuluoeS/view?usp=sharing](https://drive.google.com/file/d/10m6zE_JHmSCxgSWydiW82re-gOuluoeS/view?usp=sharing)

3

MB App  
Overview

Summary of the  
redesign of the  
MB Financial  
banking app

# Thank you!

I appreciate you taking the time to review my work samples.  
Please don't hesitate to contact me for more details.

Kindly,  
Christina Davis

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