

# Christina Barbosa

## Graphic and UX/UI Designer

A highly engaged UX/UI Designer with success as a Graphic Designer combining creativity and usability viewpoints to design web and mobile applications. Focused on customer success with experience in Merchandising and Digital Marketing.

### PROJECTS

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**Food Culture App:** <https://clbarbosa/casestudy.html>

- Case Study and Design for a new food ordering and delivery App with a fun twist.
- As the UX/UI Designer, I worked with my teammates to create an app called "FoodCulture" that allows users to search for specific food locations with accurate reviews.
- TOOLS: Miro, Figma, Excel, Google Slides

**Homeland Security Website Redesign:** <https://clbarbosa/casestudy2.html>

- Case Study and Design for a new food ordering and delivery App with a fun twist.
- As the UX/UI Designer, I worked with my teammates to analyze the usability of the DHS.gov website, and set out the business needs that fit into that equation.
- TOOLS: Miro, Figma, Excel, Google Slides

**AmazingLashStudio Website Redesign:** <https://clbarbosa/casestudy3.html>

- Website usability and redesigned for Amazing Lash Studio, a beauty services retailer focused on eyelash extensions.
- As the UX/UI Designer, I worked with my teammates to analyze the usability of Amazing Lash Studio's website for a clean redesign and new functionality.
- TOOLS: Miro, Figma, Excel, Visual Studio, CodePen, Google Slides

### WORK EXPERIENCE

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|---------------------------------|-----------------------------|
| <b>Lowes</b>                    | <b>March 2021 – Present</b> |
| Merchandising Service Associate | Staten Island, NY           |

- Collaborated with vendors and associates to support customer and business goals in mind.
- Create product displays with the newest merchandise and the latest pricing and signage.
- Designed displays to make the store experience interactive and engaging.

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|---------------------------|----------------------------------|
| <b>Charge Media Group</b> | <b>July 2018 – November 2020</b> |
| Graphic Designer          | Staten Island, NY                |

- Managed written and visual content calendar for clients' Facebook pages.
- Created PowerPoint pitch decks to present digital marketing plans to new clients.
- Conceptualize, design, brand print, and web pieces including ads, email blasts, posters, flyers, infographics, and promotional materials.
- Designed brand advertisements and managed social media marketing. Clients were contacted about their (ROI) return on investment from active social media campaigns.
- Retouched and edited photos for promotional advertisement use.

### CONTACT

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- Staten Island, NY
- +1-646-409-9385
- christinalbarbosa@gmail.com
- linkedin.com/in/username

### PORTFOLIO

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[HTTPS://WWW.CLBARBOSA.COM](https://www.clbarbosa.com)

### SKILLS

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#### UX/UI Design:

- Photoshop
- Illustrator
- InDesign
- AdobeXD
- Figma
- Invision
- Miro
- Trello
- HTML5/CSS
- JS/JQuery
- Bootstrap
- Visual Studio

#### Project Management:

- Site Merchandising
- Media management
- Project Proposal

#### Design and Dev:

- Site Mapping
- Icon Design
- UI Design
- Storyboarding
- Wireframing
- Illustration
- After Effects
- Photo Editing
- Digital Marketing
- Photography
- HTML/CSS
- ADA Compliance
- Style Guide

### OTHER

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- College of Staten Island  
Dean's List Fall 2015 - Spring 2017

**Lisa's Studio Photography**

Photo Retoucher

**March 2015 – July 2018**

Staten Island, NY

- Assisted with the graphic design logo creation and process for this business.
- Managed the photography and photo editing of client portraits.
- Retouched photographs by utilizing various methods, including correcting resolution and composition, cropping images, and adjusting images' tone, color, saturation, and brightness.

**Heavenly Billing (Medical Services)**

Medical Assistant

**June 2013 – August 2013**

Fontana, CA

- Contacted insurance companies and verified available coverage.
- Completed and reviewed medical insurance forms. Filed patient records.
- Assisted in the graphic design process for a new business logo.

**EDUCATION**

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**UMN, University of Minnesota****July 2022 – November 2022**

UX/UI Design Boot Camp, Online

- Certificate awarded November 2022

**CUNY, College of Staten Island****January 2019**

Bachelor of Science in Communications:

Design and Digital Media, awarded January 2019

- Minor in Corporate Communications
- Cumulative GPA: 3.5