Contact

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www.linkedin.com/in/christinaday
(LinkedIn)

Top Skills

Adobe Creative Suite

Illustrator

Graphic Design

Christina Day

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

San Francisco

Summary

Christina is a multidisciplinary designer with a focus on product design and brand identity.

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Experience

Syndigo
Design Consultant
December 2019 - December 2019 (1 month)
Emeryville, California, United States

Thrive Global
Product Design Consultant
November 2019 - December 2019 (2 months)
San Francisco Bay Area

ZeroCater
2 years 3 months

Product Designer
July 2017 - April 2018 (10 months)
San Francisco

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
February 2016 - July 2017 (1 year 6 months)
San Francisco

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

AnyPerk
Designer
August 2014 - September 2015 (1 year 2 months)
San Francisco Bay Area

As a designer at AnyPerk, I provided illustrations and collateral while also designing, developing, and maintaining our company's marketing website, 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.

MakerSquare
Graphic Designer, Illustrator, Branding
December 2013 - August 2014 (9 months)
San Francisco, CA/ Austin, TX

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

The University of Texas at Austin
1 year 9 months

IT Coordinator, Landmarks
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 Consultant, College of Fine Arts
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.

Bonsai
Web Designer, Illustrator
March 2014 - July 2014 (5 months)
Austin, TX (remote)

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

Kome Sushi
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.

Bentobox Studio
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)

University of North Texas
BFA, New Media Art · (2007 - 2010)