

# Christina Day



## WEB DESIGN & ILLUSTRATION

christinamday.com

*I have a passion for creating fun, beautiful, honest, and consistently designed experiences.*

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### SPECIALTIES

Logos, Icons, Illustration, Typography, Web Design, Designing in the Browser, Responsive Design, Mobile-first Design, Analytics, Accessibility

### TECHNOLOGIES

Adobe Creative Suite, HTML5, CSS3, Sass/SCSS, Git, JavaScript, jQuery, Jekyll, Google Analytics

### EDUCATION

University of North Texas

2010 BFA: Drawing & Painting

2010 BFA: New Media Art

## Selected Clients

### Bonsai

[www.bonsai.io](http://www.bonsai.io)

March 2014 - Present

Drove the visual rebranding of the company as their Lead Designer, creating illustrations, vector icons, webpage layout, brand identity, and other visual assets for their redeveloped website and other marketing materials.

### MakerSquare

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

December 2013 - Present

I crafted and now maintain MakerSquare's 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.

### Landmarks: The Public Art Program of The University of Texas at Austin

[landmarks.utexas.edu](http://landmarks.utexas.edu)

July 2013 - June 2014

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.

### The University of Texas at Austin - The College of Fine Arts

[www.utexas.edu/finearts](http://www.utexas.edu/finearts)

December 2012 - December 2013

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.

### Komé: Sushi Kitchen

January - June 2014

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.

### Navya: Skin Care Studio

[www.navya-austin.com](http://www.navya-austin.com)\*

March 2012

I worked as Art and Branding Director for Navya, a skin care studio located on trendy East 6th Street. Working with Navya, I led the effort in creating branding for the company, including developing a new logo design, custom branding, coordinating the creation of their storefront signage and a custom website design. *\*Note: I no longer develop or maintain this website, view at your own risk*

### Vespaio: Italian Restaurant & Vespaio: Enoteca

[www.austinvespaio.com](http://www.austinvespaio.com)\*

December 2012

I worked as the chief Web Designer and Front-end Developer for the website redesign of these innovative sister-restaurants located on the popular South Congress strip. Part of the project included collaborating with expert photographer Paul Bardadgy to produce a series of stunning food and environment photos that became the background of the website design. *\*Note: I no longer develop or maintain this website, view at your own risk*

### Books on Board

October 2011 - March 2012

I was Books on Board's lead graphic designer and was personally responsible for designing and illustrating book covers, campaign advertisements, copywriting and other assorted tasks as part of their e-book publishing services.