

Christina Chow

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LinkedIn

About

A team player and quick learner who approaches every problem with a detail-oriented and analytical mindset.

Skills

Digital Advertising

Atlas
MediaMind
DoubleClick/DCM
Comscore
eMarketer
Kantar
STRATA/SBMS

UX/UI

Wireframing
Prototyping
Usability testing
Design research
User interviewing
Design strategy
Visual design

Tools

Microsoft Office – Excel,
PowerPoint, Access, Word
Adobe Illustrator
Adobe Photoshop
Axure RP
Sketch
Invision
HTML
CSS
POP
Proto.io
Balsamiq

Education

**University of
California, San Diego**
La Jolla, CA

Bachelor of Arts –
Economics
June 2010

Work Experience

DESIGNATION – UX Designer (May 2016 – Present)

Chicago, IL

- Designed mobile and web apps using the design thinking process in a highly immersive 70+ hours/week 18-week bootcamp
- Conducted user research and user testing, delivered wireframes, user flows and low and high fidelity prototypes to clients including:

Ezza Salon:

A local nail salon dedicated to helping streamline the nail salon experience for both users and owners from booking to completion of booked appointment.

Life Fluent:

A learning ESL chrome extension with the goal of exploring how teachers can interact with students

Canvas Worldwide – Senior Digital Strategist, Shopping (December 2015 – May 2016)

Los Angeles, CA

- Ensured executions across Tier I and II campaigns met Kia Automotive's expectations by frequently collaborating with all parties including the creative agency, the internal teams within the agency, and the client
- Trained new team members on digital landscape, client best practices, and reviewed their deliverables before forwarding to upper management or client

Initiative – Senior Digital Strategist, Media Planner, Assistant Planner (March 2012 – December 2015)

Los Angeles, CA

- Strategically planned and executed three year-long digital media campaigns for Kia Automotive
- Developed and presented quarterly reviews with vendors to analyze performance, and built recommendations and unique opportunities for media optimizations throughout the year
- Managed budget allocations and the day-to-day implementation of campaign activities to guarantee efficient and effective campaigns

ID Media – Assistant Account Executive

(February 2011 – March 2012)

Los Angeles, CA

- Assisted in the development of traditional media strategies and plans for Meineke and Time Warner
- Monitored day-to-day operations of client media activity in billing, insertion orders, and trafficking of all creative units
- Planned the accounts' activities in the following media channels: print, TV, radio, and out of home

Initiative – Freelance Assistant Media Planner

(December 2010)

Los Angeles, CA

Nielsen Company/ Nielsen Claritas, Inc. – Research Analyst Intern (June 2009 – June 2010)

La Jolla, CA