

# Christina Chow

christinachow.me  
c3chow@gmail.com  
818-486-9646  
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

## 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