

CHRISTINE SEED

UX and UI Designer

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I am a visual designer with 20 years of professional experience in creating effective communication strategies for an array of businesses. As a former entrepreneur, I am keenly aware of evolving business goals and keep these goals at the center of all of my design thinking.

SKILLS

UX: End-to-end UX Design, Prototyping, Wireframing, Sketching, User Interviews, User Research, User Personas, Usability Testing, Content Analysis, Information Architecture, Affinity Mapping, User Journey Mapping, Heuristic Evaluation

UI, Web Design, and Graphic Design: Visual Design Thinking, Basic HTML and CSS, SEO Implementation, Responsive Web Design, Mobile Design, Color Theory, Typography, Branding, Content Writing and Editing, Print Design

Software: Figma, Sketch, Balsamiq, Optimal Workshop, Adobe XD, Photoshop, Illustrator, InDesign, Premiere Pro, Google Analytics, WordPress, Squarespace, Drupal, Shopify, MailChimp, SurveyMonkey, Wufoo, Google Workspace, Trello

Personality: Collaborative, Curious, Dedicated, Creative, Analytical, Empathetic, Active Listener, Always Learning

SELECTED EXPERIENCE

Freelance UX Designer | Durham, NC | January 2022-Current

- Conducting end-to-end UX design for a variety of clients. Specialties include wireframing, information architecture, and website audits.

Jewish for Good | Durham, NC | June 2019-November 2021

Communications, Web, and Graphics Specialist

- Worked closely with C-Suite to guide the nonprofit through a major rebrand.
- Synthesized content from two websites and created one new website.
- Used Adobe Creative Suite to create all in-house graphics for print and web.
- Created and sent weekly and monthly communications to subscriber lists.
- Collaborated across departments to ensure organizational success in all marketing messages.

Detail & Design Studio | Durham, NC | February 2011-June 2019

Founder and Lead Designer

- Supervised a multi-functional team of five professionals to develop creative and effective marketing concepts, from ideation through final projects.
- Responsible for managing multiple projects at once, while also handling client communication and feedback, lead development, and business operations.
- Created custom websites, logos, and print materials for a variety of clients.
- Wrote and edited website content aimed at a client's desired users.
- Spearheaded marketing campaigns for clients specifically tailored to their business goals.

WE Collective | Durham, NC | January 2015-April 2019

Founder and Director

- Created and led a nonprofit organization of mastermind groups for women entrepreneurs in and around Durham.

North Carolina Medical Journal | Morrisville, NC | May 2008-June 2010

Managing Editor

- Managed editorial calendar, copyediting, and author communication for a bimonthly academic healthcare journal.

SELECTED PROJECTS

Feed the Children | March 2022

UX and UI Designer; Three-week Sprint; Team of Five

- Worked as lead content auditor and UI designer.
- Worked in Figma to create a new sitemap, redefined information architecture, wireframes, and a prototype.
- Presented client with findings, artifacts, and a comprehensive document of recommendations for next steps.

Wintrust Bank | February 2022

UX and UI Designer; Three-week Sprint; Team of Four

- Conducted user interviews with parents and children to understand financial habits in families.
- Created wireframes and prototypes in Figma for an app for both parents and children.
- Conducted usability tests with parents and children to understand the effectiveness of the app design.

Jewish for Good | October 2019-October 2020

UX and UI Designer; Year-long Project; Team of Two

- Performed an extensive content audit of two large websites and created new information architecture to merge them into one.
- Conducted secondary research to better understand users as well as competitors.
- Created a fresh and updated mobile-friendly website that increased user satisfaction, signups, and donations.

University of San Francisco, Healthforce Center | Remote | September 2015-January 2016

UX Designer and Project Manager

- Oversaw all aspects of the completion and launch of organization's new website (in Drupal), including liaising with developers to iron out all technical details, recommending improvements to the site, and conducting user testing all to ensure a high-quality product.
- Spearheaded all content creation, including coordinating with faculty and staff to generate content, copyediting all of the content, writing top-level copy and headlines, and selecting images for the entire website.
- Coordinated with the IT department to move the website from the developer's servers to the organization's, oversaw the creation of a major database component of the site.

EDUCATION

General Assembly | Remote | January-April 2022

User Experience Design Immersive

Full-time, 450+ hours, 12-week project-based program taught by industry leaders

University of North Carolina at Chapel Hill | Chapel Hill, NC | August 2006-May 2008

Masters in Public Health (MPH) in Health Education and Health Behavior

Master's Thesis: Financial Incentives for Healthy Behaviors

University of California at Berkeley | Berkeley, CA | August 1996-December 2000

Bachelor of Arts in Communications

Bachelor of Arts in Religious Studies

CERTIFICATES

Interaction Design Foundation | Remote | March-May 2022

- Agile Methods for UX Design
- Accessibility: How to Design for All
- Quantitative Research for UX

Center for Humane Technology | Remote | March-May 2022

- Foundations of Humane Technology