

# Christina Herron

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## Education

**The University of Tennessee at Chattanooga**

Bachelor of Fine Arts, Graphic Design

## Certifications

**HubSpot Inbound Marketing Certification, 2017**

**Google Analytics Beginners Certification, 2018**

**Adobe Ambassador Program, 2018-present**

## Employment

**PetSmart | June 2017 - Present**

*Manager Products & UX Design, UX/UI Designer*

Managed & designed to improve the user experience across web and app platforms. User testing and wire frame creation to iterate and improve on PetSmart's digital platforms.

**Collabera - Contract to Optum Health | November 2016 - June 2017**

*Contract UX/UI Designer*

Designed and tested user interfaces for health care provider online applications. Wrote test scripts and aided in conducting user testing interviews.

**The Grommet | August 2015 - October 2016**

*UX/UI Designer*

Lead projects to improve site usability, and testing of various UI design aspects to create a more usable e-commerce experience for our customers. Designed initial phases of a vendor self-service platform.

**Smart Furniture | June 2014 - August 2015**

*Graphic Designer / Email Marketing*

Worked with a team to implement a completely responsive e-commerce site. Worked closely with both Marketing and Development Departments to assist with general site maintenance, web-page creation and email marketing and promotions.

**Freelance/Contract Work | March 2014 - June 2014**

Explored the free-lance market in Chattanooga, TN.

**Tubatomic, LLC | March 2012 - March 2014**

*Front-End Web Designer*

Designed and implemented websites using HTML5, CSS and JQuery, Edited and updated existing websites, Designed emails and distributed them using Mail Chimp, Digital Illustration.

**Widgets & Stone | February 2011 - October 2011**

*Design Intern*

Worked with a team to design various print materials such as banners, business cards, product display kiosks, street signs, stationary, beverage labels etc.

## **Volunteer Work**

### **Gigi's Playhouse | November 2017 - April 2019**

#### *Volunteer*

Attended monthly events at Gigi's playhouse, a down syndrome enrichment center, to aid in play and art therapy sessions and aid children with refining their fine and gross motor skills.

### **Noahs-Bark Animal Rescue & Rehab | May 2014 - May 2015**

#### *Board Member: Marketing/ Web Design & Promotions*

Involved in the creation of a responsive website for the animal rescue, transporting dogs to and from events, organizing and attending various events and fund-raisers.

## **Skills & Programs**

User Experience Design

Product Design

Web Design & Print Design

Adobe Creative Suite CC

Adobe Xd

HTML & CSS

jQuery (beginner),