

# CRISTINA BARRON DAVIS

## PROFILE

A highly creative, flexible, and innovative individual possessing strong work ethics. A self-reliant individual who can successfully manage and coordinate projects from concept through completion. Recent experience includes working at The Atkins Group in the digital department. Responsibilities focused on digital brand experience, email marketing, and user center approaches. Currently seeking a position that elevates and builds on top the skills acquired.

## EXPERTISE

UI / UX	<div style="width: 100%;"></div>
Graphic / Visual Design	<div style="width: 100%;"></div>
User Research	<div style="width: 100%;"></div>
Prototyping	<div style="width: 100%;"></div>
Motion Graphics	<div style="width: 80%;"></div>
GSAP	<div style="width: 90%;"></div>
HTML5 & CSS3	<div style="width: 100%;"></div>
Bootstrap	<div style="width: 95%;"></div>

## TOOLS

Web Development Tools.

Figma, XD, Sketch, Photoshop, InVision, Illustrator, Animate, and After Effects.

Additional Tools.

Wordpress, Webflow, Squarespace, Active Campaign, Constant Contact, Salesforce, Automate.io, Asana, Subline Text, and Brackets.

## EDUCATION

**2013 - 2016**

Bachelor of Fine Arts

Visual Arts. Graphic Design

Texas Woman's University

**2015 - 2016**

Marketing Minor

Texas Woman's University

**2021**

Google

Google UX Design Certificate

## CONTACT

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## EXPERIENCE

**2021 - Present**

**SOMNIO | Austin, Texas | UI / UX Freelance Designer**

UI/UX Freelancer for B2B marketing agency in Austin, Texas. Responsible for creating UI/UX user-centered digital assets for IBM.

Duties:

- Responsible for designing an interactive compliance assessment tool for IBM Watson Health.
- Design on-brand, user-centered, and pixel-perfect solutions.
- Translate ideas into sketches, wireframes, mock-ups, and interactive prototypes.
- Design for mobile responsive and digital products.

**2018 - Present**

**The Atkins Group | San Antonio, Texas | Digital Production Artist**

Advertising agency responsible for end-to-end email HTML development and digital campaign asset production including design, animation, programming build out and technical QA.

Duties:

- Finalize layouts and create web ready assets for digital media including websites, mobile sites, emails, mobile applications, advertising, video and animations.
- UI/UX Development for South Padre Island and Visit San Antonio websites.
- Wire-framed and prototyped site for Visit Plano and South Padre Island.
- Oversee the internal CRM platforms. Captured leads, created automation, created forms and deployed emails for clients.
- Keeps abreast of changing digital technologies, design software, and trends.

**2016 - 2018**

**Gehan Homes | Addison, Texas | Graphic Designer**

Worked in a face-paced corporate marketing environment responsible for supporting the development of creative projects and marketing campaigns for print, social, and web. Manage multiple projects simultaneously and independently to ensure completion of projects in a timely manner.

Duties:

- Responsible for creating, developing, implementing and executing creative strategies for Gehan Homes marketing campaigns and promotions.
- Created new collateral materials for brochures, emails, eblast, postcards, exterior signs, inventory, billboards, and flyer's.
- Created new signage for sales offices and model homes.
- Contributed new designs for Gehan Homes re-brand.
- Created and managed social media ads.
- Created new visual graphic for web home page.
- Wired framed and mock new emails.
- Coded new email template through Lasso CRM.
- Coordinated and managed relationships with vendors.
- Maintained brand integrity throughout all digital media.
- Managed Gehan Homes photography digital assets to help add, resize, and edit photos.

**Gehan Homes | Addison, Texas | Marketing Intern**

Summer internship that helped with developing and growing into a graphic designer position. Acquired skills in marketing strategies, analytics, coordinating, and web design.

- Created graphics templates for social media.
- Contributed to new ideas for marketing campaigns.