

# Christina Richardson

UX Portfolio: [www.christinarichardson.ca](http://www.christinarichardson.ca)

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## About Me

I am a strong advocate for data driven and user centric design . I have worked as a web analytics specialist and I recently completed a UX/UI design apprenticeship. My skill set is a good mix of research, design and technical know-how. I have experience with cross functional collaboration and I have excellent communication skills.

## Skill Set

### Data Analytics and Research:

- ✓ Experience with integrating and reporting on multiple data sources
- ✓ Experience with visitor segmentation and multivariate analysis
- ✓ Experience leading web analytics implementations and site optimization projects
- ✓ Experience with contextual inquiry, usability testing and A/B testing
- ✓ Psychology background specializing in visual perception and memory

### Design and Web Technology:

- ✓ Experience with UX process and deliverables
- ✓ Experience creating wireframes, mockups and prototypes
- ✓ Strong front-end development skills
- ✓ Experience with responsive web design
- ✓ Experience with mobile first strategies

### Professional Skills:

- ✓ Great at working in a team environment as well as independently
- ✓ Excellent communication and interpersonal skills
- ✓ Very organized with a strong ability to multi-task
- ✓ Self-motivated and flexible

## Tools

- |                     |              |                |
|---------------------|--------------|----------------|
| ✓ Adobe Analytics   | ✓ HTML5      | ✓ Adobe Target |
| ✓ Adobe Illustrator | ✓ CSS3       | ✓ Balsamiq     |
| ✓ Adobe Photoshop   | ✓ JS, JQuery | ✓ Omnigraffle  |
| ✓ Sketch            | ✓ Invision   |                |

## Education

2016

### UX/UI Design Program

Bloc Inc.  
San Francisco, USA

2008

### Webmaster Certification Front-end Development

Seneca College  
Toronto, CA

2004

### Bachelor of Arts Major: Psychology Minor: Visual Arts

York University  
Toronto, CA

### Additional Certification:

Adobe Certified Expert:  
Reports and Analytics  
Implementation

### Additional Course:

User Experience:  
The Ultimate Guide to  
Usability and UX  
Taught by Dr. David Travis

## Previous Work Experience

### **Senior Consultant - Online Analytics & Optimization**

**Bell Canada, September 2013 - April 2016**

I served as a subject-matter expert on digital measurement and site optimization. I consulted for various clients and led their web analytics implementations. Final reports were created to capture KPIs, funnel conversions, campaign performance and user errors/drop-off.

### **Senior Web Analyst – Implementation Specialist**

**TD Bank, February 2012 - September 2013**

I implemented and maintained Adobe Analytics products across all TD Bank Group websites. For each new online project I worked with the business to establish reporting KPIs and I devised an implementation strategy. After project launch I created and presented executive reporting dashboards to illustrate new reporting capabilities and opportunities for site optimization.

### **Web Analytics Specialist**

**Infor, September 2010 – June 2011**

I optimized and maintained the implementation of Adobe Analytics products for each of the company's websites. I analyzed data and behaviour segments to provide recommendations in the context of campaigns, website redesigns and product marketing strategies.

### **Email Marketing Specialist**

**Infor, October 2008 – September 2010**

I created HTML email communications such as client newsletters, event advertisements, feedback forms and product promotions. I created monthly reports summarizing all email performance metrics and I worked closely with graphic design and marketing teams to create new templates and effective landing pages.

### **Front-End Web Developer (freelance)**

**Ava Design, August 2008 - December 2009**

I created custom websites for small to medium-sized companies. My responsibilities included logo creation, wireframes, site mockups and front-end development.

### **Research Assistant and Lab Manager**

**Rotman Research Institute, May 2004 - May 2008**

I worked under the direction of Dr. Jennifer Ryan to assess memory performance in different population groups. Responsibilities included managing research projects, designing stimuli, programming and running experiments, and statistical analysis.

## Freelance Web Design Projects

Muskoka Homecare Physiotherapy  
[www.muskokaphysio.ca](http://www.muskokaphysio.ca)

Role: UX/UI design, front-end development

Zumba Fitness Picante  
[www.zumbapicante.com](http://www.zumbapicante.com)

Role: UX/UI design, front-end development