

christina siegfried

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education

BA in Visual Arts,
emphasis in
Graphic Design

University of
San Francisco,
Cum Laude
[May 2006]

Academic Honors:

Dean's List
Leadership Institute
University Scholar

portfolio

www.csiegfried.com

skills

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Flash
Dreamweaver
Fireworks
After Effects
Final Cut Pro
Soundtrack Pro
Microsoft Word
Microsoft Excel
CSS/XHTML

experience

Creative Director, NetSuccess Interactive / The Sapphire Agency [August 2009 - present]

- Ensured the quality of all creative produced by the agency.
- Facilitated internal group brainstorms and discovery sessions with clients.
- Designed websites for Worldwide Express, WIT Co and Bestway Rent-To-Own.
- Created logo, branding and website for Benoa Renovations and Restorations and the New York Association of Collaborative Professionals.
- Prepared extensive style guides detailing the intentions and interactions for each website designed.
- Helped clients extend their brands through social media by creating custom Facebook landing pages.
- Developed a new format for the Creative Brief, focusing on the clients' business objectives and outlining the process used to meet them.
- Wrote marketing copy and designed email templates for email marketing campaigns.

Designer, Match.com [March 2008 - July 2009]

- Redesigned the onsite email experience across multiple user states and scenarios.
- Designed the new "Daily 5" feature. Responsibilities included: participating in initial brainstorming, performing user testing, planning interaction design and creating final visual designs.
- Collaborated with the rest of the design team to create and implement a new style guide for the site.
- Performed user testing, branded, and created visual designs for the "Platinum Package."
- Responsible for interaction and visual design of the new features "Who's Favorited Me" and "MatchTalk."
- Designed landing pages and banner ads for use with partner sites and online marketing.

Designer, Agency.com [August 2007 - November 2007]

- Worked with the creative director to design a corporate website for Centennial Aviation.
- Assisted with client changes and design updates to websites for CIT, Alcon, HP and Del Monte.
- Designed Flash banner advertisements for British Airways and Hilton.
- Assisted with pitches for Dannon, Starz and Adam's Golf.

Freelance Designer / Jr. Art Director [June 2006 - March 2008]

Signature Landscaping

- Designed website for Signature Landscaping, online at www.siglandscape.com.
- Planned information architecture and created style guide for the Signature Landscaping website.
- Created tutorials for image editing and for the content management system.
- Planned, created and made client presentations, dealt with billing concerns, and managed a web developer.
- Built website for Signature Landscaping using XHTML and CSS.

Arc Worldwide

- Designed a 300+ page user guide for VisaVue Online.
- Created new print marketing materials, implementing Visa's new Look and Feel branding standards.
- Designed several interactive PDF marketing documents.
- Designed direct mail pieces, posters and other display items for Visa.