

Christina Davison

Phone: 206.714.4057

Email: christina.davison20@gmail.com

Portfolio: christinakajtsa.com

LinkedIn: [/in/christina-davison](https://www.linkedin.com/in/christina-davison)

SKILLS

Design management, brand development, web and print design, UX design, UI design, research, prototyping, usability testing, A/B testing

TOOLS + TECHNOLOGIES

Figma, Adobe Creative Suite, Usertesting.com, Contentsquare, Yieldify, Sitecore, Asana, Wrike, Optimizely, Microsoft Office, Sketch, Mouseflow

CERTIFICATION + LEADERSHIP

UX certification - The Team W, 2017, Shelley Roberts, StrategyClicks Inc. Leadership course, 2019

EXPERIENCE

UX Design Manager | Trupanion, Medical Insurance for Pets

2022 - Present

- Established creative standards for the Trupanion.com website, which are based on best design and UX practices, adhering to Trupanion's brand tone and voice.
- Leads moderated and unmoderated user tests so that we have a better understanding of pet owners' needs.
- Designs landing pages for A/B tests and suggests UX strategies to ensure they are effectively optimized. On average, the winning tests see a 4% lift in the conversion rate.
- Ensures our SEO and conversion goals are met through collaboration with stakeholders.
- Has partnered with Affirma and Horizontal, two digital agencies, to refine the design and UX specifications in preparation of the launch of our newly branded website.
- Directs the team in ensuring that our print and web materials comply with WCAG Accessibility guidelines.
- Partnered with our Director of Digital Product Management on redesigning the 'Enroll Path: Pick a Price' page. By leading moderated user testing sessions, I gathered real-time feedback on the designs, allowing us to launch a page that was optimized for pet owners.

Design Manager | Trupanion, Medical Insurance for Pets

2011 - 2022

- Reviewed and approved designs and landing page builds created by designers and web developers to ensure the final product was of top quality and followed Trupanion's brand guidelines.
- Provided exceptional work in short time frames, managed time and my team efficiently while multi-tasking multiple projects simultaneously.
- Worked with the Trupanion Express and IdentityMine teams to launch the newly implemented Trupanion Express app, meeting all design, brand, and UX specifications.
- Spearheaded, designed, and implemented a Marketing department-wide web style guide, aligning all brand requirements applicable to the website.
- Selected accomplishment: Trupanion.com won *Best in Class* for the pets category-Interactive Media Awards, 2014

Graphic Designer II (contract) | Parallels

September 2010 - June 2011

- Worked with the Brand Manager to design Parallels' brand style guide which was implemented across the company.
- Designed multilingual wireframes and landing pages to promote Parallels' SAAS products worldwide.
- Created and updated print pieces, such as user guides, display cases and packaging for their applications.
- Selected accomplishment: The design team won a Touchstone award for our work on the Parallels Desktop 7 for Mac User's Guide, 2011.

Graphic Designer II/Developer (freelance) | Remer Inc.
April 2009 - July 2011

- Built HTML email newsletters for Cruise West.
- Coded the Fastraxaudio.com website using Flash and HTML.
- Created and built multiple Flash banner ads for various Seattle based companies.

Graphic Designer II (contract) | Amazon.com
March 2010 - June 2010

- Created the Mobile Payments tab that resides on the Amazon Payments section of the website.
- Upgraded the look of Seller Central's Integration section using Amazon's strategic brand guidelines.
- Designed graphics for email newsletters, Deals ads, print pieces and landing pages for the Amazon Payments page.

Graphic Designer II (contract) | Tailoredmail.com
July 2009 - March 2010

- Managed the TailoredMail website, keeping sections and pages consistent and up-to-date.
- Designed and coded Flash interfaces for TailoredMail.com's website to promote features such as the company's partnership with Facebook.
- Created email newsletters for clients including Microsoft, Zebra and Tom Douglas Restaurants.

Designer | Drugstore.com + Beauty.com
October 2007 - December 2008

- Designed email newsletters to promote Beauty.com products.
- Collaborated with the Beauty.com team to ensure emails were high-end prestige, as per vendors' expectations.
- Produced banner ads and landing pages to promote Drugstore.com and Beauty.com on affiliate websites including Topbutton.com, Amazon.com and MSN.com.

Education

AS in Graphic Design | St Petersburg College

BS in Photography | Florida State University

Christina Davison

7906 8th Ave NW, Seattle, WA, 98117

206.714.4057

christina.davison20@gmail.com

5/22/2020

Hello Heather:

When I saw the role of Creative Director appear on Trupanion's careers page I knew this was an opportunity I couldn't pass up.

I've been working at Trupanion for over 13 years now and have focused primarily on user experience and website design. In addition to that, my time spent at Trupanion has also focused on learning all about our brand, and providing guidelines on how we can be more WCAG accessible.

At Trupanion, the team and I launched a new redesign of our website, and we made sure we followed our new brand guidelines, as well as focused on user centered design. We worked together to review data of our current website, I ran user tests to see what pet owners thought of our new designs, and made updates based on their feedback. As a Creative Director at Trupanion, I would continue to bring this same blend of creativity and analytical thinking to develop engaging and impactful campaigns.

In addition to collaborating with the Ecommerce team, I enjoy the opportunity to support other departments with my insights on brand, design, and user experience.

Throughout my time at Trupanion, I have gained immense knowledge and experience about managing in both leading and working within team frameworks, and feel that this, combined with my background in graphic design will make me an excellent Creative Director.

I look forward to meeting you to discuss this opportunity further. Thank you for your time and consideration.

Sincerely,
Christina Davison