

Christina Watson

UX Designer

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Dependable and self-motivated professional with four years of UX-related experience managing multiple simultaneous projects currently seeking new opportunities as a UX Designer. I combine customer service skills, technical knowledge, and attention to detail to provide exciting and useful experiences for users.

Work Experience

Premise Health, Texas — *Fitness Specialist and UX Generalist*

Feb 2019 - PRESENT

- Developed an internal website that led to a 20% increase in membership engagement based on data collected from 2020-2021.
- Created numerous digital and print documents to increase outreach and utilization which led to an increase from 1,000 members to 6,000 based on data collected from 2020-2022.
- In order to create a more efficient process to help with membership outreach, I created, formatted, and audited communication documents.
- Chosen to lead the Internal Marketing Review Committee by management. I audited all print and digital PDFs, presentations, flyers, and communication documents and materials.
- Managed the video editing team to help launch over 200 video assets on schedule.
- Developed a fitness program that helped integrate cross-functional teams from ideation to implementation to iteration.

EXOS, Texas — *Fitness Specialist Substitute (on-call position)*

Sep 2018 - Jan 2019

- Utilizing empathy interviewing skills and research, I developed numerous tailored fitness programs for clients.
- Designed digital and print PDF documents for the Fitness Center to increase utilization and engagement.

City of Temple, Texas — *Wellness Intern*

Aug 2017 - Nov 2017

- Designed numerous education and marketing brochures.
- Co-coordinated monthly educational seminars for over 50 city employees.
- Utilizing research on common walking paths and interviewing city employees, I developed five walking and running routes for the downtown region of the city.

Education

DesignLab — *UX Academy Certification, 2022*

400 hours of coursework and completed 4 case studies.

DesignLab — *UX Academy Foundations Certification, 2022*

80 hours of coursework and completed 35 projects.

University of Mary Hardin-Baylor 2017

Masters of Science in Exercise Physiology

2016

Bachelor of Science in Exercise Science

Skills

UX/UI Design, UX Writing, Usability Testing, Responsive Design, Wireframing, Prototyping, Information Architecture, Data Analysis, User Interviews, Competitive Analysis, Design Critique Groups, Communicative, Team Player

Software: Figma, Adobe XD, Miro, Maze, Adobe Illustrator