



Christine Carlson

916-934-3681
Walnut Creek, CA
christine@ccarlsondesigner.com

DESIGNER

ccarlsondesigner.com
linkedin.com/in/ccarlsondesigner
twitter.com/ChristineSwede

Product design lead specializing in creating exceptional user experiences for family tech startups. Combining UX/UI design expertise with extensive business background to deliver a powerful combination of strategic thinking, innovative design, and impeccable execution.

Accomplishments

- Redesigned entire website and administrator platform for KidAdmit, including search, provider features, social feed, preschool admissions guide, interactive quiz, admin dashboard and applications management.
- Visual designer of first web-based fixed format ebook creation engine for Kindle tablets.
- Animation and content designer of 2012 Appy Award winner for multi-cultural children's apps category.
- Designer and front-end developer of KitePlay web-based educational activity zone, quadrupling engagement on KiteReaders web site.
- Resident designer of Batch 6 startup in 500 Startups Spring 2013 accelerator program.

Skill Set

Interactive Product & Feature Design, Information Architecture, Content Strategy, Web & Mobile Interface Design, Prototyping, Site Maps, User Research, Usability Testing, Personas, Competitive Analysis, Creative Briefs, Brand Identity and Cross-Functional Team Leadership.

Experience

KidAdmit, San Francisco, CA

Contract Designer, July 2014–Present

- Sole Product & UX/UI designer for Preschool Admissions and Kids Activities platform.
- Includes complete redesign of identity system, marketing collateral, provider onboarding materials, parent site, and school administrator portal.
- Introduced and designed new product features including school comparison tool, program diagnostic quiz, applications management, and reporting tool.

KiteReaders eBooks & Apps, Mountain View, CA

Senior Designer, May 2012–November 2013

- Information Architecture, user experience, visual design and front-end development of KitePress cloud-based ebook creation and distribution platform.
- Design, development and management of online educational activities, ebook design and animations, book trailer development, sound design, branded collateral, case studies, explainer videos and infographics.
- Visual and interaction designer of 18 bestselling children's ebooks of award-winning authors.

Walt Disney Studios Home Entertainment, Burbank, CA

Marketing Project Manager, February 2005–June 2005

- Provided design direction and project management support for consumer promotions division, managing programs for Target, Kmart and Sears accounts.

Education

Academy of Art University, San Francisco, CA

BFA, Web Design + New Media, May 2013, 3.9 GPA

University of Southern California, Los Angeles, CA

BS, Business Administration, December 1995, 4.0 GPA