Christina Gednalske

Senior UX Designer

Introduction

I am a user experience designer specializing in UX design, website management, digital media, and content and IA strategy for 7 years. I hold a Master of Fine Arts (MFA) in Studio Art and have been part of the Ad Hoc team since November, 2021.

Experience

Ad Hoc: Senior UX Designer, November 2021–Present

- **Responsibilities:** Deliver design work for Patient Check-in team (and previously the VA.gov Profile team), including discovery artifacts, sketches and rough prototypes, wireframes, UX flows, high fidelity prototypes, and coded prototypes. Lead user research and synthesis to address user needs and inform design iterations. Present research and design artifacts to stakeholders and team members to help guide product strategy. Participate in design critiques and cross-team syncs. Assist in efforts to advance accessible and inclusive design and research methods.
- **Accomplishments:** Successfully led research and subsequent design updates to discover and address Veteran concerns around sensitive changes to the VA.gov Profile, working closely with LGBTQ Health Services office.
- **Methodologies:** Low-fidelity Wireframes, High-Fidelity Mockups, UX Thinking, User Research, Process Maps, UX Flows, Design Critique
- **Tools:** Sketch, Figma, CodePen, Mural, UXPin, Abstract, GitHub

Studio Arts College International: Website, Alumni & Media Coordinator, August 2016–September 2021

- **Responsibilities:** Coordinate website migration and redesign on client team. Manage information architecture, UX writing, and design iterations based on user feedback. Streamline visual branding and online presence to promote programs and initiatives in Florence. Author and edit exhibition catalogs, articles, and web content. Collaborate with SACI's New York Office to design online and print advertisements for the U.S. and Italy. Shape and build the SACI alumni network.
- **Accomplishments:** One of two leads in large-scale Drupal content migration for website redesign. Successfully streamlined and maintained SACI's brand identity to meet style guidelines. Developed video series to advance recruitment efforts.
- **Methodologies:** UX Design, Content Management, Copywriting and Editing, Information Architecture, Process Flows, Sitemapping, Graphic Design

- **Tools:** HTML5/CSS, Drupal CMS, Adobe InDesign, Adobe XD, Adobe Photoshop

Independent Contractor: Visual Artist, May 2015–Present
- **Responsibilities:** Create video and photography-based artwork for artistic practice. Exhibit works internationally in galleries, museums, and festivals.
- **Accomplishments:** Awarded a 2019 Phoenix Art Museum Artist Grant. Exhibitions in the United States, Italy, England, Portugal, Venezuela, South Korea, and Spain.
- **Methodologies:** Video and Photo Editing, Research, Process Flows, Writing, Design Thinking
- **Tools:** Adobe Premiere Pro, Final Cut Pro, Adobe Photoshop

Washington Pavilion of Arts and Science: Visual Arts Center Program Assistant, April 2013 – August 2013
- **Responsibilities:** Wrote and edited exhibition text and promotional and social media materials to attract visitors. Assisted the Visual Arts Center Director with all daily operations, exhibition research, and activities within the galleries and offices to ensure high-caliber cultural experiences. Developed and implemented event programming, promotional materials, and day-of operations.
- **Accomplishments:** Successfully pioneered the [FRAMED] Living Art event, which became a recurring initiative by the Pavilion to bring art, theater, and dance together in interactive performances and lectures.
- **Methodologies:** Program Development, Writing, Research, Marketing, Advertising

University of Sioux Falls: New Media Specialist (Part-time), November 2012 – August 2013
- List responsibilities and accomplishments with this role.
- **Responsibilities:** Composed, edited, and monitored content for various social media platforms to improve community engagement and enrollment leads. Helped develop and implement marketing strategies and media campaigns for the USF marketing team to increase engagement, support, and enrollment.
- **Accomplishments:** Created and grew USF's Instagram to improve reach of marketing and admissions. Introduced and implemented hashtag picture campaigns for recruitment use and to enhance student/community engagement.
- **Methodologies:** Marketing, Social Media, Writing
- **Tools:** Social Media Platforms (Facebook, Twitter, Instagram, Buffer, Hootsuite)

Education
- **Master of Fine Arts: Studio Art.** Studio Arts College International (Florence, Italy)
- **Bachelor of Arts: Art (Business Minor).** Luther College (Decorah, IA)

- **Certificate of Completion: UX/UI.** University of Arizona (Virtual)
- **Certificate of Completion: Grant Development.** ASU Lodestar Center (Phoenix, AZ)

Certifications/Clearances

- Grant Development: State and Foundation Proposals certificate, ASU Lodestar Center, Phoenix, AZ
- SEO Training, Ruffalo Noel Levitz
- Certification of Italian as a Second Language, Università per Stranieri di Siena

Technology Summary

Technology, Methodology, Skill, or Tool

- Visual Prototyping and Wireframing (Sitemapping, Sketches, Mock-Ups, Process Flows, Adobe XD, Figma, Sketch, InVision, Miro)
- UX/UI Skills (UX/Design Thinking, User Research, Insight Synthesis, Problem Identification and Troubleshooting)
- Digital Media (Video Editing, Premiere Pro, Final Cut Pro, Adobe Creative Suite)
- UX Writing and Information Architecture
- Graphic Design (Print and Advertising Design, Adobe InDesign, Adobe Photoshop)
- Marketing and Website Management (Website/Social Media Content Strategy and Migration, Drupal CMS platform, SEO, Copywriting and Editing)
- Web Prototyping (mainly HTML and CSS, with additional knowledge in Bootstrap, JavaScript, jQuery, Design Systems)