

# CHRISTIE WALSH

## Design Nerd

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## EXPERIENCE

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### FRESH MIDWEST

#### Freelance Designer/Developer

September 2020 - Present

Finalized front-end development on their Wordpress theme in order to meet their target launch date

Designed and developed e-mail marketing templates

### GENERAL ASSEMBLY

#### UX Design Fellow

April 2020 - July 2020

Participated in a 12-week, over 500-hour immersive program

Completed both group and individual UX projects

Working on a team of four, researched, designed, and presented improvements to the app for our client Recipe Revolution

### PEAPOD

#### Graphic Design Specialist 2

January 2019 - March 2020

#### Graphic Design Coordinator 1

January 2015 - January 2019

Collaborated with brand manager and outside agency Edelman to launch a new set of brand guidelines

Redesigned marketing e-mail templates and welcome e-mail series

Designed homepage takeover assets and in-stadium digital advertising as part of our partnership with the New York Yankees

Collaborated with brands such as Goose Island and This Little Goat by Stephanie Iazard to create unique branded experiences on our site and print materials for co-branded events

### FIRST DIVISION MUSEUM AT CANTIGNY PARK

#### Media Design/Digitization Specialist

February 2010 - January 2015

Redesigned museum website, coming in under budget by handling all of the front-end development myself

Designed and built microsites for special events and exhibits

Created digital interactive experiences to tie in with special exhibits

## SKILLS

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Visual Design

User Interface Design

Branding

Wireframing

Prototyping

User Testing

User Research

Front-end Development

## TOOLS

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Sketch

InVision

Miro

Photoshop

Illustrator

InDesign

After Effects

HTML

CSS

Wordpress

Mailchimp

## EDUCATION

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### UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

#### BS Computer Science

Application Sequence in Narrative Media, including courses in web design, multimedia, and graphic design