

# Christina Davison

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## 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