

CHRISTINA SCHMANSKE

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EXPERIENCE

FEBRUARY 2017 - PRESENT, AUSTIN

Voyant, Inc. | Design Lead

- Design and oversee the implementation of the web-based financial planning application AdviserGo
- Design and manage the production of deliverables such as branded merchandise, printed deliverables, packaging, 3D-modeled injection molded products, printed game-boards, and molded paper pulp box inserts
- Strategize with design team to execute moderated usability testing and A/B testing
- Create and maintain style guides for Voyant's entire product suite
- Collaborate closely with developers and stakeholders to ensure that products meet legal requirements
- Ensure that all products meet or exceed WCAG 2.0 web accessibility standards
- Oversee design team and lead the creation and implementation of the Voyant Game, a physical game board and accompanying web application for business-client interaction while maintaining brand standards
- Lead the design of custom solutions for enterprise clients such as Lloyds Bank and Bank of Montreal

MAY 2009 - PRESENT, AUSTIN & SAVANNAH

Christinaschmanske.com | Freelancer

- Designed printed goods and custom illustrations for event planning company Much Ado Austin (work featured in The Knot Texas)
- Created brand identity, website design and icon library for Trade my Travel, an emerging travel application
- Rebranded and created stationary and packaging line for Stoney Creek Arts, a jewelry company
- Created brand identity and merchandise for the Steiner Ranch Mountain Bike Team

SEPTEMBER 2013 - FEBRUARY 2017, AUSTIN

Voyant, Inc. | Graphic Designer

- Overhauled the Voyant brand identity, including a bespoke logo design and branding guide
- Handled the production of branded apparel and merchandise for marketing and internal purposes
- Produced marketing materials, branding assets, and email campaigns
- Refactored white labeling processes to improve internal productivity
- Updated style guide for existing product Voyant Adviser, a Java-based financial planning application

APRIL 2013 - AUGUST 2013, SAVANNAH

Desotorow, Inc. | Design Intern

- Collaborated with stakeholders to clarify the vision of the "First Friday Art March"
- Designed promotional and marketing materials
- Redesigned maps and posters to enhance attendee experience

EDUCATION

SEPTEMBER 2009 - AUGUST 2013, SAVANNAH

Savannah College of Art & Design | BFA, Graphic Design, Magna cum laude

SKILLS

Visual Design

Branding
Illustration
Package Design
Adobe Creative Suite
Production Design
Sketch

Product Design

UI/UX Design
User flows
Wire-framing
Web accessibility
Invision
Rapid prototyping
HTML/CSS
A/B Testing
Moderated usability testing

Other skills

After Effects
Motion Graphics
Microsoft Office
Adobe Acrobat
3D Modeling
Laser cutting

INTERESTS

Hiking
Travel
Dogs!
Woodworking
Gardening

HONORS

The Knot Texas

Featured designer, 2018

SCAD Secession

Featured designer, 2013

Savannah College of Art & Design

Dean's List, 2009-2013