

# Christina Schmanske

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SEPTEMBER 2022 - PRESENT, MOORESVILLE, NC

## Lowe's | Senior Designer, Store Environment

- Design signage & other elements to help create a seamless shopping experience
- Collaborate with merchants, project managers & store environment teams to translate design briefs into impactful environmental solutions and ultimately drive sales
- Mentor junior designers to help ensure consistent brand messaging throughout the store
- Art direct larger volume projects & work with contractors to ensure timely delivery while maintaining brand standards

FEBRUARY 2017 - APRIL 2022, AUSTIN

## Voyant, Inc. | Design Lead

- Designed web-based B2B financial planning application AdviserGo from inception
- Led the design of Voyant Consumer, an interactive B2B/B2C experience & accompanying web app for business-client interaction
- Designed & managed production of merchandise, packaging, 3D-modeled products, printed materials and more
- Created & maintained style guide for Voyant's entire product suite
- Executed usability and A/B testing
- Collaborated closely with developers and stakeholders
- Ensure that all products meet or exceed WCAG 2.0 web accessibility standards
- Led the design of custom enterprise solutions for clients such as Lloyds Bank, Bank of Montreal, CIBC and TD Bank

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

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, a travel application
- Rebranded and created stationery and packaging line for Stoney Creek Arts, a jewelry company
- Created brand identity and merchandise for the Steiner Ranch Mountain Bike Team

EDUCATION

## Savannah College of Art & Design

BFA, Graphic Design, 2013  
Magna cum laude

SKILLS

### Product Design

User interface / experience  
Figma / Sketch / XD  
User flows  
Wireframing  
Web accessibility  
HTML/CSS  
A/B Testing  
Moderated usability testing

### Visual Design

Branding  
Illustration  
Packaging  
Adobe CS

### Other skills

After Effects  
Microsoft Office  
3D Modeling  
Laser cutting  
Photography

HONORS

### The Knot Texas

Featured designer, 2018

### SCAD Secession

Featured designer, 2013

## Savannah College of Art & Design

Dean's List, 2009-2013