



An uncommonly diverse and continuously evolving skill set

📞 970.946.6821

✉ christie@underthesungraphics.com

🌐 LinkedIn Profile

📁 Recent relevant work samples

UX DESIGNER | PRODUCT DESIGNER | CREATIVE DIRECTOR

I am a highly skilled professional with expertise in all phases of user experience design, product design, and front-end web development. With decades of experience, I am deeply passionate about developing innovative, user-centered design solutions translating complex data and scenarios into seamless, intuitive, and high-quality customer experiences across a variety of platforms.

key strengths that contribute to my success in my preferred roles:

▶ **Analytical & Critical Thinking:**

I excel at transforming complex and diverse data into elegant, intuitive user flows. I'm skilled at identifying alternative solutions and approaches to problems, ensuring optimal outcomes.

▶ **Active Listening:**

I engage deeply with clients and stakeholders, asking thoughtful, clarifying questions to gain valuable insights and develop effective solutions.

▶ **Communication:**

I possess exceptional verbal, written, and visual communication skills, ensuring clarity and understanding at every stage of a project.

▶ **Cross-Discipline Experience:**

My broad experience enables me to proactively contribute to cross-team collaboration and engage in predictive planning early in the process.

▶ **Detail-Oriented & Organized:**

I demonstrate accuracy and thoroughness throughout, ensuring optimal efficiency and high-quality results.

▶ **Empathy:**

As a dedicated user advocate, I prioritize intuitive, human-centered design solutions to anticipate and address the needs and pain points of end users.

▶ **Innovative & Proactive:**

I develop creative, practical solutions by aligning project objectives with a deep understanding of the product or platform, always looking for ways to harness capabilities or create workarounds.

▶ **Mentoring**

With experience as an Adobe CC instructor and years extensively using industry software, I enjoy supporting and guiding team members, helping them develop their skills and achieve their potential.

technical skills:

Adobe XD

Canva

Figma

Photoshop

Illustrator

InDesign

HTML/CSS/Bootstrap

Liquid/HubL

SEO & Copywriting

HubSpot & Salesforce

Locomotive CMS

WordPress & Shopify

industry experience:

Cinema

Cybersecurity

Construction

Digital Forensics

Finance

Health & Wellness

Hospitality

Oil & Gas

Real Estate

Recruitment

Retail

SaaS

Tech

Theme Parks

Tourism

Travel



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specializations:

UX/UI DESIGN:

- Created wireframes, prototypes, and interactive mockups using industry-standard design tools
- Designed user-friendly interfaces and implemented responsive design principles to ensure seamless, responsive experiences
- Worked closely with developers to ensure accurate implementation of design specifications while maintaining a high level of visual fidelity
- Developed information architecture (IA) by organizing content in a logical manner aligning with user needs and business goals
- Ensured ADA compliance with web accessibility standards (WCAG) for an inclusive user experience
- Demonstrated strong problem-solving skills when resolving complex technical issues on live sites

PRODUCT DESIGN:

- Designed end-to-end interfaces and prototypes, integrating with existing software and proposed new development features to facilitate consistently successful conversions for complex ordering processes such as booking engines and learning management systems.
- Designed intuitive experiences by understanding the intersection of customer needs, project requirements, and technical constraints.

WEBSITE DEVELOPMENT:

- Wrote, designed and integrated content management systems (CMS) such as WordPress, Shopify, Locomotive CMS, and CRMs such as HubSpot and Salesforce to enable easy content updates for clients
- Developed and maintained responsive websites using HTML, CSS, and JavaScript
- Created custom WordPress and Shopify themes and plugins
- Integrated third-party APIs for enhanced functionality on web applications
- Implemented SEO best practices to improve website visibility in search engine results pages (SERPs)
- Troubleshoot and debugged issues, ensuring smooth functionality

GRAPHIC DESIGN AND BRANDING STRATEGY:

- Designed logos and strategic branding systems to accurately represent the client's identity and messaging
- Maintained consistency across all marketing materials, ensuring brand recognition and customer loyalty
- Created visually appealing and engaging designs for various digital and print marketing materials



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CREATIVE DIRECTION:

- ▶ Led teams of creative professionals in the development and execution of innovative marketing campaigns
- ▶ Managed multiple projects simultaneously, ensuring adherence to deadlines and budget constraints
- ▶ Collaborated with cross-functional teams including marketing, design, and copy writers to create cohesive brand messaging and efficient product solutions
- ▶ Hands-on design/development and mentored creation of visual assets for various marketing channels

work history:

- ▶ **User Experience (UX) Designer, Website Developer, Branding Strategist**
Rocky Mountain Chocolate Factory | Corporate Durango, CO/Remote | February 2025 - Present
- ▶ **User Experience (UX) Designer**
Impulse Creative (Hubspot Partner) | Remote | April 2022 - July 2024
- ▶ **Product Designer, Web Developer, UX/UI Designer, Branding Strategist**
Under The Sun Graphic & Web Development | Remote | Feb 1994 - April 2022
- ▶ **Creative Director**
Luminate Advertising | Remote | June 1997 - March 2020
- ▶ **Graphic Designer**
Alan Nowell & Associates Art Studio | Irvine, CA | October 1989 - Feb 1994
- ▶ **Graphic Designer**
City of Long Beach, CA | June 1986 - October 1989

other related experience:

- ▶ **Adobe CC Products Course Designer & Instructor,**
Colorado University Boulder, Boulder, CO
California State University Fullerton, Fullerton, CA

education:

- ▶ California State University Fullerton | Double major: Graphic Design, Bachelor of Arts
- ▶ California State University Long Beach | Double major: Graphic Design