Christina A. Gednalske, M.F.A.

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Website and media coordinator and UX/UI designer with a background in fine and contemporary art, writing, marketing, and website management. Strengths in innovation, adaptability, collaboration, creativity, and building a project from ideation to execution. A critical thinker with an eye for aesthetics and a research-based approach to design and storytelling. Eager to create simplistic, high-value usability solutions that create rewarding interactions for users and champion accessibility.

Technical Skills

Visual Prototyping and Wireframing: Adobe XD, Figma, InVision, Google Slides, Miro, Storyboarding, Decision Mapping, Decision Flow Diagrams | **User Interface Development:** Atomic Design, UI Grids, and Composition, Color Theory, Heuristic Evaluation, Typography, Interaction, Design, and Iconography | **UX Writing and Information Architecture | Web Prototyping:** HTML | CSS, GitHub, Bootstrap, JavaScript, jQuery | **UX/UI Skills:** UX/Design Thinking, User-Centered Design Research, UX Interviewing, Insight Synthesis, Persona Creation, Decision Mapping, Prototyping, User Testing | **Digital Media:** Video Editing, Premiere Pro, Final Cut Pro, Adobe Suite | **Marketing and Website Management:** Website and Social Media Content Management and Content Migration, SEO and Copywriting, Graphic Design, Writing, and Editing

Training and Certifications

Grant Development Certificate Course, ASU Lodestar Center, Phoenix, AZ, USA – 2020
SEO Training, Ruffalo Noel Levitz – 2017
Certification of Italian as a Second Language, Università per Stranieri di Siena – August 2016

Projects

U.S. Department of Education Website Redesign - High Fidelity Prototype |
https://www.christinagednalske.com/us-department-education-redesign
UX Researcher, UX Designer, UI Designer

- Streamlined the user experience by analyzing UI pain points and applying responsive desktop and mobile solutions via new navigation, layout, information architecture, and atomic design.
- Skills | Technologies Used: User Research (Interviews) and Analysis, User Experience Design (UI/UX), Persona Creation, Prototyping, Figma, Adobe XD, Invision, Miro

Studio Arts College International (SACI) Website - Definition, Content Migration & Management |
https://www.christinagednalske.com/studio-arts-college-international-overview

- Designed to better convey the purpose and programs of SACI art college in Florence, Italy

- Skills | Technologies Used: Drupal, Copywriting, Information Architecture, Sitemapping, HTML5/CSS updates to UI, Photoshop, Premiere Pro, Photography, Video Editing, Ongoing User Research and Analysis (stakeholder feedback)

Hope For Children Website Redesign - High Fidelity Prototype |
https://www.christinagednalske.com/hope-for-children-redesign
UX Research, UI Researcher, UX Designer, UI Designer
- Redesigned to increase credibility and volunteering/donation motivation by addressing pain points and implementing new UI, navigation, layout, and information architecture.
- Skills | Technologies Used: User Research (Interviews + Survey) & Analysis, User Experience Design (UI/UX), Persona Creation, Prototyping, UI Style Guide Creation, Figma, Miro

Eco Friendly App - High Fidelity Prototype https://www.christinagednalske.com/eco-friendly-app
UX Researcher, UX Designer
- Designed to motivate users to get involved in sustainable living and local eco-friendly initiatives while encouraging family and friends to do the same.
- Skills | Technologies Used: User Research (Interviews + Survey) & Analysis, User Experience Design (UI/UX), Prototyping, Persona Creation, Adobe XD, Invision, Miro, Procreate

Experience

Website, Alumni & Media Coordinator, Remote   August 2016 – Present
Studio Arts College International, Florence, Italy
- Coordinate SACI's website content, migration, and redesign from client team, visual branding, social media, and online presence to promote programs, exhibitions, community outreach, and collaborations with renowned museums in Florence
- Execute ongoing iterations to website information architecture, UX writing, and content
- Author and edit exhibition catalogues, press releases, magazine articles, and website content
- Collaborate with SACI's New York Office to design online and print brochures, posters, and ads for the U.S. and Italy in publications such as *Aperture Magazine*, *FlashArt*, and *Art in America*.
- Shape and build the SACI alumni network of over 12,000 alumni from around the world

Key Accomplishments:
- One of two leads in a large-scale Drupal content migration for SACI's website redesign
- Successfully streamlined and maintained SACI's brand identity changes to meet style guidelines
- Developed video series of programs, artists, and exhibitions to advance recruitment efforts

Visual Artist   May 2015 – Present
Independent Contractor, Arizona, USA
- Create video and photography-based artwork for artistic practice
- Exhibit works internationally in galleries, museums, and festivals

Key Accomplishments:
- Awarded a 2019 Phoenix Art Museum Artist Grant
- Exhibitions in United States, Italy, England, Portugal, Venezuela, South Korea, and Spain

Visual Arts Center Program Assistant   April 2013 – August 2013
Washington Pavilion of Arts and Science, Sioux Falls, South Dakota, USA
- Wrote and edited exhibition text and promotional and social media materials to attract visitors
- Assisted the Visual Arts Center Director with all daily operations, exhibition research, and activities within the galleries and offices to ensure high-caliber cultural experiences
- Developed and implemented event programming, promotional materials, and day-of operations

Key Accomplishments:
- Successfully pioneered the [FRAMED] Living Art event, which became a recurring initiative by the Pavilion to bring art, theater, and dance together in an interactive performances and lectures

New Media Specialist (Part-time)   November 2012 – August 2013
University of Sioux Falls, Sioux Falls, South Dakota, USA
- Composed, edited, and monitored content for various social media platforms to improve community engagement and enrollment leads
- Helped develop and implement marketing strategies and media campaigns for the USF marketing team to increase engagement, support, and enrollment

Key Accomplishments:
- Created and grew USF's Instagram to expand and improve reach of marketing and admissions
- Introduced and implemented hashtag picture campaigns for recruitment use and to further enhance student and community engagement

Education

University of Arizona, Phoenix, AZ
UX/UI Program
Certificate of Completion

ASU Lodestar Center for Philanthropy and Nonprofit Innovation, Phoenix, AZ
Grant Development Certificate Course
Certificate of Completion

Parola Italian Language School, Florence, Italy
Italian Language and Cultural Studies

Studio Arts College International (SACI), Florence, Italy
Master of Fine Arts Degree - Studio Art

Luther College, Decorah, IA
Bachelor of Arts Degree - Art Major, Business Minor

University of Sioux Falls, Sioux Falls, SD
Digital Photography & Painting Coursework