

christina cox

VISUAL & BRAND DESIGNER

PROPELLER HEALTH | MARCH 2016 – PRESENT | SAN FRANCISCO, CA

Visual Designer

Design everything from swag to marketing, web pages, app design, emails and more. Working with the business team, usability team, marketing, and engineers to create delightful, on-brand assets and experiences. Recently lead the complete redesign of our product packaging and unboxing experience to significantly increase the user adoption and retention rate.

WILLIAMS-SONOMA INC. | JAN 2016 – FEB 2017 | SAN FRANCISCO, CA

Packaging Designer

Design new and beautiful packaging for all Williams-Sonoma products. Create individual personalities for each product line while ensuring brand consistency. Art direct inspiring photography for new product. Co-ordinate with production managers & production artists to ensure accurate and print-ready files.

WILLIAMS-SONOMA INC. | MAR 2015 – DEC 2015 | SAN FRANCISCO, CA

Web Designer

Lead homepage design, create new and compelling promotional materials for our Registry business including triggered emails and webpage updates, and design seasonal content pages to inspire, evolving the brand's style. Daily pragmatic coordination with commercial, marketing, copy, and engineering teams to ensure that everything is accurate and beautiful in a fast-paced, ever-changing environment.

WILLIAMS-SONOMA INC. | SEPT 2014 – MAR 2015 | SAN FRANCISCO, CA

E-Marketing Designer

Design hundreds of compelling promotional emails, collaborate with the web and print teams to ensure brand consistency, design and create collateral for e-marketing and broader promotional use, acting manager of email for one month before promotion to web team.

FREELANCE GRAPHIC DESIGN | 2012 – 2014 | SAN FRANCISCO, CA

Graphic & Web Designer, Major Clients

Living Closer Foundation: Develop branding, websites and marketing materials for a variety of large-scale projects and events.

UC Berkeley, Haas School of Business: Develop web and print branding and promotional materials for the Berkeley-Haas Business of Healthcare Conference, >play Digital Media Conference, and Haas Education Club.

CHRISTINA ELLENI JEWELRY | 2012 – 2014 | SAN FRANCISCO, CA

Boutique Jewelry Startup featured in Italian Vogue

Owner, Designer & Maker

Transform original digital concepts into hand-made custom jewelry using CAD, 3D printing, laser cutting and hand-crafting. Designed custom headpiece for presenter Billie Whitehouse at the Wearable Technologies Conference, San Francisco.

EDUCATION

University of New South Wales | December 2010 | Sydney, NSW

Bachelor of Fine Arts, graduating with distinction

University of California Davis | Fall 2009 | Davis, CA

SKILLS

Proficient in Adobe Illustrator, Photoshop, InDesign, Rhinoceros 3D and WordPress, basic-but-growing competence in HTML and CSS. Costume- party-dresser extraordinaire.