

# CHRISTINA RILEY

DESIGN. INSPIRE. CREATE.

LinkedIn



## Something About Myself

When designing, I take into consideration what the final output and overall purpose of the advertisement might be, whether it is for press, web, technical drawings, photography, animation, or video. All of these play a very important role in how I steer my designing process. While focusing on web related projects, I take into consideration, in the design process, what the segmented target audience is and how their personal buying personas affect overall conversions. Additionally, I value analytical tools and use them as just that. Google analytics, crazy egg, iPerception, Snapengage, and various other tools all help aid in continuous recommendations and designs shaped for the customers' intent. I have been trained and certified under the Digital Marketing Evangelist for Google, Avinash Kaushik, through Market Motive, and have been deemed an Analytical Ninja.



## Experience

**Kimray Inc.**  
Web and Graphics Manager | Marketing  
2012-Present

Graphic Artist | Information Technology  
2009-2012

Graphic Artist/Draftsman | Drafting  
2007-2009

Assembly | 2005-2007

**Candid Camera**  
Photographer | 2009-2011

**KFOR TV**  
Graphic Artist | 2007-2008



## Certifications



Conversion Optimization | July 2014-Present  
Web Analytics | May 2014-Present  
Mobile Marketing | June 2014-Present  
Social Media | July 2014-Present



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Web Design Concepts | June 2014-2017  
Marketing Concepts | July 2014-2017  
Adobe Photoshop Master | July 2014-2017  
Adobe Indesign | July 2014-2017  
Mac OS X 10.4 | July 2014-2017



## Education

**Oklahoma City Community College**  
Graphic Communications | Current

**Francis Tuttle Technology Center**  
Interactive Media | 2004-2005

**Francis Tuttle Technology Center**  
Electronic Desktop Publishing | 2003-2005

**Francis Tuttle Technology Center**  
Automated Office | 2002-2003

**Putnam City Original High School**  
High School Diploma | 2000-2004

## SOFTWARE PROFICIENCY



## DESIGN THEORY

COLOR THEORY  
TYPOGRAPHY  
LAYOUT  
COMPOSITION  
PHOTOGRAPHY  
PRINT PRODUCTION  
VIDEO PRODUCTION  
VISUAL FX  
RENDERING

## ANALYTICS

GOOGLE ANALYTICS  
CRAZYEGG  
SNAPENGAGE  
GOOGLE TRENDS  
USER TESTING  
WORDLE  
IPERCEPTIONS  
QUANTCAST  
COMPETE



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