

# Christine Hart

# Technology – Translated

Carrer Joaquim Costa 14, 4-1 Barcelona 08001

cell: +34 611 314 755

[chart3030@gmail.com](mailto:chart3030@gmail.com)

## Qualifications

An experienced creative designer and product manager, I specialize in digital and mobile based initiatives. I cull creative solutions to marketing and design problems. Using metrics, analytics and, most important - conversation, I gather the unsaid details from clients and understand their true priorities. With vast experience at all levels of product development, I can speak to designers, developers, clients and management ensuring real clarity in the development process. It's technology - translated!

## Skills

Extensive experience in project/product management, creative direction, product requirements, documentation and presentation; timeline and scheduling of projects, and client interaction. Skilled in fundamental resource management: budgets, vendors, and organizational tasks for large scale campaigns and web projects. Highly skilled in presentation, excellent personal and relationship skills, research and analytics skills. Skilled in industry standard design, content management and development tools.

## Education

MBA, 2010 / Marketing/Information Systems, Baruch Zicklin School of Business  
BFA, 2002 / Film, Video, New Media, The School of the Art Institute of Chicago

## Experience

### Freelance Graphic/Web Designer and Front End Developer, 2006 - Ongoing

- Clients include Hakka Group (NYC), The Comic Book Legal Defense Fund (NYC), Galaxy Records (BCN)

### Senior Project Manager, Social Media & Online Fundraising, Autism Speaks; [www.autismspeaks.org](http://www.autismspeaks.org)

1 East 33<sup>rd</sup> New York, NY, June 2010 - Oct 2013

- \$250K raised on the Light It Up Blue fundraising product, responsible for an over total of \$517K, up from \$92K in 2012 through social strategy, creative direction and targeted marketing
- Innovate campaign ideas, strategy and products to reach a revenue goal of \$1.8MM
- Over 25K mobile installs over the past 2 years of the first Light It Up Blue photo app, kicking of the mobile strategy at Autism Speaks.
- Drove up autismspeaks.org traffic 200% and increased SEO with a new UX design and content strategy
- Develop and execute social media and digital plans for corporate partners including Macy's, Zales, FedEx
- Manage a team to execute on social and digital strategy across platforms

### Manager, Internet Services, The Institute for International Education; [www.iie.org](http://www.iie.org) 809 United Nations Plaza, New York, NY, October 2006 – June 2010

- Created the wireframes, creative direction and project management for the King Abdullah University of Saudi Arabia online community on a customized white label platform, part of a \$1.2M partnership, geared specifically towards recruiting and communicating with scholars in advance of the school's opening
- Project lead on the Extranet as well as developing an internal marketing strategy to increase adoption and goodwill
- Requirements gathering, design and logic for the employee on-boarding and off-boarding processes which increased compliance with audit procedures.
- Project lead and writer for online video based staff training materials for staff
- Investigate new technologies, report on how to leverage them at IIE

### Web Designer, The Institute for International Education; [www.iie.org](http://www.iie.org)

809 United Nations Plaza, New York, NY, April 2005 –September 2006

- Redesigned IIE.org taking it from static HTML to a dynamic CMS platform and implemented analytics tracking

### Junior Designer, SalesGraphics, [www.salesgraphics.com](http://www.salesgraphics.com)

138 West 25<sup>th</sup> Street, New York, NY, April 2004-April 2005

- Clients included: Weber Shandwick, MTV Networks, AZN Television Newsweek Magazine, Essence Magazine, Christian Dior Parfums, Parenting Magazine, Reader's Digest

**Languages** - English, Spanish

**Other relevant details**

- I have helped to organize three Hackathons with AT&T, Microsoft's Bing Fund and Twilio
- In my spare time, I write and perform standup comedy
- I've written and self-produced 2 albums, they are on Spotify