

Christina Leeson

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Work Experience

Website Design & UX Lead

To Trade - Elkins Park, PA

Jun 2022 - Sep 2022 (4 months)

Created mood board, style system, website visual design and user experience. Contributing content editing and strategy. Created with Figma, Adobe Suite (InDesign, Illustrator, Photoshop), and Trello.

[View the final delivered assets.](#)

Website & Graphic Design Coordinator

Delaware Nature Society - Hockessin, DE

September 2013 to Present (9 years)

Creative Direction

Leads creative direction for the organization. Creates and/or reviews assets to assure brand alignment across departments. Utilizes Adobe Suite (InDesign, Illustrator, Photoshop) primarily, but also Canva templates for versatility. Heads out into the field to create photographic images of people and nature for materials. Advises departments from a design and marketing perspective. Creates ads, covers, videos and other visual deliverables optimized for social media such as Facebook, Instagram, Twitter, and YouTube. Reviews submitted videos for quality and branding alignment, prepares, and publishes.

Website Manager

Works with a team to achieve optimal branded user experience within WordPress and Blackbaud Altru frameworks. Creates visual design and copy editing enhancements, bringing in programmers as needed. Ensures success across major platforms and devices. Tracks website metrics, collecting and summarizing data and trends. Optimizes content for SEO and supplements with Google Ads for Nonprofits. Chooses and creates photography and optimizes content to reflect diversity to assure visitors see themselves reflected and feel welcome.

Project Management

In proposing and overseeing the movement of, Delaware Nature Society's main website from iMIS to the more versatile Wordpress platform, Christi has saved the organization time and increased ROI.

Efficiency and ROI Contributions

Researches, introduces, and implements technical improvements such as Wordpress, Trello, LastPass, Google Analytics and Webmaster tools, and more.

Copy Editing and Copywriting

Helps ensure highly-aware framing, grammatical correctness, brand consistency, and engaging, concise content in website and printed materials. Ensures scientifically-accurate sources.

Diversity, Equity, Inclusion, and Justice (DEIJ) Committee Member

Helps raise the voices and inclusion of people of color, LGBTQ, neurodiverse, differently-abled peoples, and those of varied economic realities. Optimizes content to reflect diversity and ensure all know they are welcome.

Remote Working Experience

Worked fully remote March 2020 through late 2021 with positive reviews from management. Has worked hybrid remote since then.

Website Design & Development

Trellist - Wilmington, DE

April 2011 - September 2013 (2.5 years)

Creation of responsive frontend coding, CSS, and graphic design for websites, print, PowerPoint presentations, and email campaigns. Served small businesses, nonprofits, and large financial and pharmaceutical institutions.

Website Design, Development & Project Manager

Yikes, Inc - Philadelphia, PA

December 2000 - April 2011 (10.5 years)

Worked with clients directly to lead them through the process of kickoff, architecture, website development, and content implementation. Created innovative website designs with effective user experiences implemented with the help of the programming team when needed. Also created logos and other graphics. Skills used regularly were: project management, SEO, website design using Adobe Suite, hand-coding HTML5, JavaScript, and CSS. Worked within databases and with PHP. Helped teach website design classes for at-risk communities.

Education

B.A in Illustration (Minor in Animation)

Rhode Island School of Design - Providence, RI

September 1995 to August 2000

Skills

Interactive Architecture
User Experience (UX)
WordPress
Responsive Design
HTML5/CSS

Brand Redesign
Infographics
Adobe Suite
High-end Event Materials
Copywriting & Copy Editing

Organization Types
Non-profits
Small Businesses
Financial Institutions
Pharmaceutical Companies

Social Media Marketing
Video
Photography

Intentional Framing
Style Guide Design
Event Planning
Fundraising

Volunteer Leadership & Fundraising

OUTdooristas LGBTQ Women's Outdoors Social Club

June 2019 to Present

Founded hiking and social group for LGBTQ adults within local area to create a fun, healthy, supportive venue to meet and build community. Organizes and leads successful (average of 10 attendees per week) bi-weekly hikes and brunches year-around. During the pandemic, ran online Zoom meetups. Holds fundraiser twice per year to cover costs. Ensures an inclusive and supportive community ethic.

Ukraine Fundraiser

March 2022

To help a friend from Ukraine, designed a "Support Ukraine" shirt gift and planned a virtual social event, promoted on Facebook, to quickly help raise over \$800 within 4 days.