

Christine Gan

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Contact

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Toolbox

Illustrator, Photoshop, Figma, Sketch, InDesign, HTML/CSS, Dreamweaver, After Effects, Javascript, Microsoft Suite, Powerpoint, Keynote, Github, Sharepoint

Skillbox

- Brand identity & strategy
- OOH brand campaigns
- Logo design
- Illustration
- Social campaigns
- Wireframing
- Web prototyping
- Icon systems
- Event booth design
- Storyboarding
- Pitch deck creation

Education

Design, Economics B.A.
University of California Davis
2011-2015

Other

IDEO Storytelling for Influence 2016
SharePoint Training 2016

Senior Brand Design @ Sentry San Francisco, CA

Jun 2021 - Present

- Brand strategy and identity development
- OOH campaigns physical and digital (billboards and paid ads)
- Experiential booth design including build out design and graphic wall
- Social campaigns and templates
- Core template development for data reports, exec decks, first user conference

Visual Design II @ Elastic Mountain View, CA

Apr 2017 - Jun 2021

- All social media boosted and promotional designs; creation and management of guidelines and templates
- Product campaign experience from landing page to completed signup flow
- Primary design lead for demand generation (email layouts, coding and illustration)
- Design for Elastic{ON} User Conference and tour stops, social assets and more
- Swag store website rebrand, icon system development
- Internal and external program branding for Elastic education

Visual Design @ Zuora San Francisco, CA

Oct 2016 - Apr 2017

- Lead (and singular) brand designer across entire organization
- Developed brand and visual styles, rules, iconography for HR, demand generation and product teams
- Identity design from web landing page (coding and wireframes) to booth design and email design for user conference Subscribed and other large internal events
- Global campaign page development and data analysis (using Optimizely)
- Infographic design, swag design and more

Exec & Corp Comms @ Synopsys Mountain View, CA

Jan 2016 - Oct 2016

- Storyboarded and created presentation decks for CEO, internal stakeholders and department leads
- Main design and communications partner for PR, HR and Engineering orgs
- Maintained, organized and design internal webpages
- Analytical research and reporting in collaboration with the global marketing research team to create infographics and industry trend reports
- Created "A Safe Space to Innovate" Design-Thinking staff program

Design Comms Intern @ Logitech Newark, CA

Jul 2015 - Dec 2015