

# CHRISTINA HERMINIANO

## PRODUCT DESIGNER

### EXPERIENCE

#### Customer Service Agent | WestJet

SEPT 2016 - PRESENT, TORONTO, ON

- 98% on time performance for all flights worked
- Advocated adding in a new overnight shift to help with late inbound flights

#### House Account Specialist | Eminence Organics Skin Care

JUL 2017 - 2019, VANCOUVER, BC

- Creating marketing campaigns for over 150+ accounts
- Raised overall house sales by 7-12% year over year
- Moved 25+ accounts back to outside sales representative

#### Marketing & Sales Development | Canaccord Genuity

JAN 2015 - 2015, VANCOUVER, BC

- Added 5 new clients to the roster
- Brought in close to \$500 thousand in new investment revenue
- Created a rolodex of 150+ new potential clients

### EDUCATION

#### BrainStation | Diploma Candidate, User Experience Design

JUN 2020 - SEPT 2020, TORONTO, ON

#### BCIT | Associate's Degree, Marketing Management

JAN 2013 - 2015, VANCOUVER, BC

#### BCIT | Diploma, Marketing Communications

JAN 2013 - 2014, VANCOUVER, BC

### PROJECTS

#### [ktchn](#) | Wireframing (Lo-Fi and Hi-Fi)

July 2020, School Design Sprint

Created a hi-fidelity mobile prototype based on reducing food waste in the GTA

#### [CoastLine](#) | Wireframing (Lo-Fi & Hi-Fi)

August 2020, School Design Sprint in Collaboration with EY

Worked with EY advisors to create a high fidelity prototype to assist mature first year students transition to online learning

chrystina.herminiano@gmail.com

416-896-0103

linkedin.com/in/chrystinaherminiano

### SKILLS

UX Design, UI Design, UX Research, Figma, Sketch, InVision, HTML, CSS, Javascript, Microsoft Office, Market Research, Sales

### PROFILE

Experienced Sales Professional with vast experience in customer building. Skills include analytical thinking and creative problem solving.

Transitioning to becoming a UX Product Designer. Passionate about navigating the ever changing world of UX and making the experience that much better for the consumer.