

shanti christensen

Brand Marketing Digital Designer

I'm a digital storyteller with a passion for community, good food, and technology. I love designing for people.

EXPERIENCE

B2B Branding and UX Designer

Expert Marketing Advisors | Palo Alto, CA Jan 2021 - Present

- Pitched and won five new brand-design clients in 7 months
- Elevated branding collateral gaining 12 new clients in Q2
- Brand identity and style guide for Graphiant
- Designed relaunch of Pronto, a partnership ecosystem platform

Senior Digital Marketing Manager

Censia | San Francisco, CA May 2019 - Jan 2021

- Completed full migration to Wordpress in September 2019.
- Redesigned corporate branding and laid foundation for demand-gen engine within 3 weeks
- Managed external design and webdev team in restructuring of website 2.0 and 3.0 including; project management, implementation of proper tracking, and designing key campaign collateral.
- Developed high-value assets and presentation decks that aided the company in earning Series A funding

Marketing Designer

Expert Marketing Advisors | Palo Alto, CA Dec 2017 - Apr 2019

- Designed marketing collateral for six brands including: social templates, high-value assets, emails and landing pages
- Brand identity and UI design for client Eightfold.ai; added over 20 new pages to the website
- Migrated project management to Basecamp and developed framework for managing client relationships

Senior UI/UX Designer

TwentyOneTwenty | San Francisco, CA Sep 2015 - Dec 2018

- Designed three brand pitches for Halfway Tree, a Jamaican food collective backed by the World Bank
- Designed suite of icons and illustrations for the Qualpay.com corporate website. Managed design of new sections for the corporate website and Knowledge Base
- Designed instructional collateral for the International Finance Corporation (IFC) and the Cherie Blair Foundation for Women

RECOMMENDATION

Jaffer Hussain

Graphiant | Technology Executive and Entrepreneur | April 12, 2021

Shanti is intelligent, creative and personable. She took my desire to create a logo and brand identity that conveyed a deeper meaning besides looking good visually and created a package that was well received within my company. She asked the right questions, presented us with options and pushed back when it was appropriate. But above all, we enjoyed working with Shanti and so will anyone else that engages her.

CONTACT

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twitter.com/TheShantiSocial

EDUCATION

General Assembly

Digital Marketing Certification

2015

University of California at Davis

B.S., Visual Communication & Design

2000

SKILLS

Branding design

UI/UX design

Marketing design

Social Media Strategy

Adobe Creative Suite

Figma

Sketch

Canva

English (Native)

Mandarin (Conversational)

ACCOMPLISHMENTS

- Published *Family Style Chinese Cookbook: Authentic Recipes from My Culinary Journey Through China*, 20 December 2016
- Dining Editor for SmartBeijing.com, 2013
- Dining Editor for Time Out Beijing, 2012

FUN FACTS

- Lived in China for six years (2007-2013)
- Traveled solo eight months in Nepal, northern India, Thailand, Vietnam, Cambodia. (2006)
- Trekking 16 days through Himalayas' Annapurna Circuit; crossed Thorong-La summit at 5,416 meters. (2006)