

# Shanti Christensen

Creative Strategist

I'm a digital storyteller with a passion for community, good food, and technology. I love designing brand and marketing collateral that increases brand equity and engagement.

## EXPERIENCE

### B2B Branding and UX Designer

[Expert Marketing Advisors](#) Jan 2021 - Present

- Pitched and won five new 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](#) 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](#) 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](#) 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

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Palo Alto, CA

## SKILLS

Branding design  
UI/UX design  
Marketing design  
Social Media Strategy  
Adobe Creative Suite  
Figma  
Sketch  
Canva

## EDUCATION

### Bachelor of Science

[University of California at Davis](#)

Design with an emphasis in Visual Communications

### Digital Marketing Certification

[General Assembly](#)

Dec 2015