

CHRISTINA VALDIVIA

Product Designer | Design Strategist

About Me

Digital experience designer pursuing a dual MBA in Design Strategy and MFA in Interaction Design at California College of the Arts. I focus on creating inclusive, accessible digital experiences through human-centered design, storytelling, and systems thinking. My work spans product design, websites, and digital platforms that help organizations communicate clearly and connect with their communities.

Education

M.B.A in Design Strategy, Dual M.F.A in Interaction Design

California College of the Arts
2024- present
GPA: 3.8
Visionary Practice Scholar

B. A. Global Studies, Minor in Applied Psychology

University of California, Santa Barbara
2016- 2020
GPA: 3.73

Contact Me

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Technical Skills

Figma, Webflow, Squarespace, Showit,
Adobe Creative Suite, Canva
SEO Tools, Google Analytics
Perplexity AI, ChatGPT
Microsoft Office, PowerPoint

Project Skills

Human-Centered Design | UX/UI Design
Product Strategy | Market Research
Design Thinking | Brand Strategy
SEO & Analytics | Client Engagement

Experience

Independent Clients | 2023- Present Freelance Brand & Web Designer

- Design and build websites for small businesses using Figma, Showit, Squarespace, and Wix.
- Lead client discovery, brand positioning, and UX decisions to create cohesive digital experiences.
- Implement SEO strategies and analytics tracking to improve website performance and visibility.

California College of the Arts | 2025- Present Social Media Manager

- Curate and manage social media strategy highlighting student work, events, and community initiatives.
- Produce and publish reels, posts, and stories that increase visibility of the program and student projects.
- Translate program values and academic work into clear, engaging digital storytelling.

Bumo Parent | June 2025- October 2025 Digital Designer & Marketing Associate

- Designed and launched websites and digital assets for 15+ small business clients, leading projects from concept to launch.
- Built websites in Squarespace, Wix, Webflow, and Showit, developing page layouts, brand visuals, and user-friendly site structures.
- Created cross-channel digital campaigns across social, email, and SMS.