

CHRISTINA VALDIVIA

Digital Experience Designer
& Biodesigner

About Me

MBA in Design Strategy and MFA in Interaction Design candidate with a multidisciplinary background in UX/UI design, digital strategy, and business consulting. I specialize in human-centered design and product innovation, leveraging research and storytelling to drive user engagement and strategic growth. With experience in web development, SEO, and client consulting, I bring a systems-thinking mindset to crafting intuitive, impactful digital experiences. Passionate about designing for inclusivity, improving customer journeys, and solving complex problems at the intersection of design and business.

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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San Francisco, CA

Technical Skills

Figma, WordPress, Canva, Squarespace, Showit, Adobe Suite, SEO Tools, Google Analytics, Microsoft Excel, PowerPoint

Project Skills

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

Experience

Bumo Parent | 2025- Present

Digital Designer & Marketing Associate

- Designed and executed targeted digital marketing campaigns for Instagram, TikTok, email, and SMS to boost engagement and visibility.
- Managed and updated client social media accounts, ensuring consistent branding, timely content, and audience growth.

Fluid Health | 2024- Present

Design Strategist

- Conducted user interviews and in-depth market research to support go-to-market strategy.
- Identified customer needs and competitive opportunities to shape product positioning.
- Advised on business model development and product-market fit.

Freelance Web Designer | 2023- Present

Design Strategist & UX Design Consultant

- Built and optimized websites for small businesses using WordPress, Squarespace, and Showit.
- Boosted visibility and sales through tailored SEO strategies and brand-focused design.
- Created brand-consistent website content and refined UX based on competitor research.