Christina Greco

UX/UI Designer & Strategist • Boston, MA 02190 • (781) -724-1018
crgreco98@gmail.com • chrissygrecodesigns.com

A designer with a passion **for thinking outside the box** and **having fun in the mundane**.

Work Experience

Ahold-Delhaize, Boston MA
User Experience Designer I   December 2022 – Present

- **Collaborated with cross-functional teams**, including corporate associates and external vendors, to optimize user experiences and processes across 6+ platforms and dashboards.
- **Led a big rock initiative** alongside vendor management team to enhance time to market for our brand partners by analyzing the current vendor onboarding and record rework process, conducting user research with 20+ users, creating a new, streamlined process and mockups to enhance vendor platform.
- **Led ongoing initiatives with the Design Management Office** to enhance team culture, collaborating with leadership to plan and host on-site events and workshops that boosted team happiness by 15%.
- **Led and supported over 15+ UX design efforts in an agile environment**, working closely with developers to deliver user-centered solutions that reduced time-to-market for grocery brand releases.
- **Delivered high-quality designs using Figma**, providing developers with detailed, interactive prototypes and design specifications to ensure seamless implementation and alignment with user needs. Worked with team in a lean UX manner to both help streamline their efforts and evangelize the team with human centric philosophies.
- **Organized and facilitated team-building 20+ workshops** aimed at fostering a collaborative design team environment, resulting in improved communication across both our front and backstage designers and project work transparency. Results of these efforts led to more internal design team collaboration and learning experiences for designers working on different projects.
- **Worked directly with stakeholders** to understand business and brand requirements so we could efficiently integrate user-centric thinking to teams that have not worked with design before, transforming how the team operated to create actionable design solutions that aligned with company objectives and user needs.

Liz Theresa Designs, Remote
(Part time) Marketing & Web Design Assistant   December 2023 – June 2023

- **Collaborated closely with Business Owner Liz Theresa**, gaining hands-on experience in website design, business management, marketing strategies, and design execution.
- **Enhanced Liz Theresa business website** by implementing marketing designs, improving UI, and applying industry best practices to optimize user experience and functionality.

Liberty Mutual Insurance, Easton MA
Sales & Marketing Associate   October 2020 - September 2022

- **Contributed as a sales associate** on one of the top-grossing insurance sales teams in the U.S., consistently exceeding sales targets and earning recognition for performance.

- **Built and maintained strong relationships with referral partners** through networking events, BNI meetings, and LinkedIn, resulting in a **15% increase in gross sales** during my tenure.
- **Cultivated lasting partnerships** to drive client acquisition, earning praise from both the organization and clients for outstanding customer service and relationship management.
- **Developed and implemented marketing materials** that followed user-centric design principles and industry best practices, leading to immediate sales growth and consistently placing our team at the top of the sales leaderboard.

Education

University of Massachusetts Amherst, 2020
Bachelor of Economics, Minor in Psychology

Design Lab UX Bootcamp, 2022

Skills

- **Design & Prototyping Tools**: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, Adobe XD, Lightroom), Microsoft Suite (PowerPoint, Excel, Word)
- **Research & Testing**: Dscout, UserZoom, qualitative & quantitative research, survey writing, usability testing, data analysis & synthesis, research protocol development, in-depth user interviews, diary study facilitation
- **Collaboration & Communication Tools**: Jira, Mural, Miro, FigJam, Workshop facilitation, Agile environment