

CHRISTINA NERI

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ABOUT

UI/UX designer with a background in business and fashion. Experienced in negotiating and communicating with different kinds of clients, employers, and customers. Skilled in optimizing work processes and commercial campaigns to enhance user experiences.

WORK EXPERIENCE

2020 - Present

→ STYLIST & CREATIVE ASSISTANT

Freelance

- Conduct market research on trending styles and designers to create engaging and relevant editorial and commercial work
- Published in: Nylon Germany, Wül Magazine, Schön!, Duel Magazine, Teeth Magazine, Wallpaper*, AD Germany
- Past client collaborations: ZMS, Peach Berlin

2019

→ MARKETING ASSISTANT & RETAIL MANAGER

Charlotte Stone Shoes

- Created weekly newsletters on Klaviyo and wrote branded content using Shopify, achieving a CTOR of 20%
- Revamped customer service ticket system using Zendesk, reducing average response time by 15%
- Managed both e-commerce and in-store merchandising and maintained website functionality and product filters; achieved monthly sales of \$6,400, leading to a 34% revenue increase
- Managed DTC sales and wholesale transactions across 5+ retailers and shipped a minimum of 20 items/day using cost-benefit analysis between UPS, FedEx, and DHL
- Organized collaborations and worked cross-functionally with influencers and high-profile clients, including Brie Larson, Raveena, and MAAD, for local campaigns
- Communicated initial setup and ongoing changes of 'pre-sell' product to accurately reflect delivery expectations across manufacturers
- Efficiently managed over 60 SKUs of inventory while purging stale items and generating sales

2018 - 2019

→ EDITORIAL & ADMIN ASSISTANT TO CEO

Girlboss Media

- Reviewed and responded to over 1200 comments while incorporating community feedback into social media strategy
- Created social media pitch decks and proposals by translating high-level objectives to consumable content for Sophia Amoruso's personal Instagram leading to 100k impressions
- Developed a system via Excel and Notion to organize and streamline tasks to completion across all Omni-channels, increasing team productivity by 20%
- Pitched and wrote social posts and branded articles to appear across all digital Girlboss mediums
- Worked closely with the strategy and marketing team to develop content maintaining a 20% engagement rate

EDUCATION

2021 - 2022

CAREER FOUNDRY

UI/UX Design Certification

2020

LONDON COLLEGE OF FASHION

Fashion Buying & Merchandising

2017

UNIVERSITAT POMPEU FABRA

International Business Economics & Marketing program

2013 - 2017

UNIVERSITY OF CALIFORNIA, IRVINE

BA in Business Economics

TOOLS

Figma

Adobe XD

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Sketch

Balsamiq

UI/UX SKILLS

Information Architecture

Competitor Analysis

Personas

User Flows

Prototyping

Usability Analysis

Branding

Wireframing