

# Christina Medeiros

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## EDUCATION

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Northeastern University (NEU), Boston, MA

Khoury College of Computer Sciences

Candidate for a Bachelor of Science in Computer Science and Media Arts

Sept. 2019 - Present

Expected: Dec. 2024

GPA: 3.737/4.0

*Relevant Courses:* Fundamentals of Computer Science 1 and 2 | Computing and Social Issues  
Principles of Information Science | Human-Computer Interaction | Discrete Structures  
Object-Oriented Design | Algorithms and Data | Database Design | Computer Graphics

*Honors/Activities:* Peer 2 Peer Mentor | Khoury Representative at 2020 Richard Tapia Conference  
Dean's List | Data Club Social Media Manager | Council of University Programs  
Northeastern Women In Technology

## COMPUTER KNOWLEDGE

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*Languages:* Java | SQL | HTML/CSS | Python | Racket | Block Visual Basics | XML

*Systems and Applications:* Windows | Mac OS | Adobe Creative Suite | Figma | JIRA | IntelliJ | Eclipse

## EXPERIENCE

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Senior Media and Digital Marketing Specialist - Bravura Partners, NH

August 2023 - Present

- Produce compelling and engaging video content for diverse digital platforms, resulting in increased audience engagement and implemented data-driven insights to tailor content strategies that align with brand objectives.
- Manage and execute end-to-end social media campaigns across various platforms, including TikTok, Instagram and LinkedIn.
- Spearhead brand awareness initiatives by developing and implementing a cohesive brand voice and identity across all online channels, resulting in increased recognition and customer loyalty.

UX/UI Designer - Toast, Boston MA

July 2022 - May 2023

- Conducted formal research to gain customer feedback, requests, and general sentiment throughout design process
- Continuously worked with developers to re-architecture and maximize the design under engineering restrictions
- Demonstrated and communicated design solution to department leads, engineers and stakeholders

UX/UI Engineer - Plannuh, Inc., Boston, MA

July 2021 - June 2022

- Created UI prototype interfaces and validates design through the iterative voice of customer interviews
- Collaborated with a global team of developers to translate designs into a functional final product
- Researched user habits to analyze how understandable and intuitive the software is to improve the user experience
- Presented findings from multiple user-targeted projects during weekly, company-wide meetings

## PROJECTS

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Desktop and Mobile Web Design - [R and R Roofing](#)

Dec. 2023 - Jan. 2023

- Designed and tested desktop and mobile website for R&R Industries, Inc
- Took creative liberties to redesign their brand aesthetic so it better aligns with their mission and offered services
- Considered and incorporated the requests of the client while maintaining focus on user flow, experience and ease
- Integrated feedback from client and test users to iteratively improve design and flow of the websites

Paw Patrol - HTML, CSS, Javascript

Feb. - April 2021

- Collaborated with peers to design, code, and identify a need for an unbiased pet adoption website after COVID-19
- Conducted heuristic peer evaluations to test published code and iteratively improve the design and UX/UI