

CHRISTINE BOWER a pixel-perfect storyteller.

+ positdesign.com + chrisbower@post.harvard.edu + 415.501.0347 + @chrisbean

Meticulous user-focused technologist with proven record building digital brands. Thoughtful communicator across business, design, engineering teams. Skilled translator of narrative and images across screens. Excels at rapid iterating, task- and context-switching.

TECHNICAL

Visuals:

Adobe Illustrator, Photoshop, InDesign, Acrobat, Premiere, Fireworks, Flash. QuickTime Pro. Audacity. Autodesk Maya. Final Cut Pro. Keynotopia + Balsamiq.

Words:

Writes crisp marketing copy; has journalism chops. Native English speaker; written German and French. Expert in Microsoft Office. Extensive work in AP, MLA, Chicago, APA stylesheets.

Code+CMS:

Handmade HTML5 + CSS3. WordPress and Joomla content and back-end. Google Analytics. Proficient with MySQL and JQuery/JavaScript. Some experience with PHP, Ruby, Processing, XCode.

EXPERIENCE

Cofounder + Designer: WeblishPal. June 2013-present.

UX, wireframing, market research and user research interviews, layout, and front-end code for a web app.

Teaching Fellow: Launching an e-Commerce Startup, Harvard University. January 2012-May 2012.

Taught sections on branding, communications, strategy and business plans; graded assignments for 40 students.

Digital Communications Specialist: Harvard Business School. November 2007-December 2012.

Print and digital design, front-end production, web content management, brand and style oversight, leveraging progressive technologies and industry standards, and staff training across 100-person team.

- Led high-level branding push, articulated and enforced web production and design style guides; worked closely and collaboratively with internal clients and designers to develop and execute visual strategies.
- Personally completed an average 25% of all projects requested by internal clients from the 15-person team.
- Spearheaded social strategy in admin role for HBSAlumni accounts on Facebook, Twitter, LinkedIn, and Flickr. Created all visual assets for social media presences; skilled with FBML and iFrames.
- As “dedicated champion for email marketing,” designed, coded and deployed HTML/CSS email newsletter sent to 80,000+ HBS alumni monthly; more than tripled engagement through rigorous A/B and user testing.
- Designed and led one-on-one trainings and group seminars in web and email best practices for HBS staff.
- Template development, layout, and code (HTML5, CSS3, JavaScript) for 1000s of landing pages and microsites; designed graphics and animations for web using Adobe Illustrator + Photoshop.

Web and Editorial Assistant: Harvard Divinity School. July 2000-November 2007.

As third member of small team, played major role transitioning the department to a digital shop.

- In media relations role: coordinated news releases and press materials, supervised shoots by major news outlets.
- In graphic/web design role: *Harvard Divinity Bulletin* website and News and Events website. Designed two academic books and a quarterly print newsletter. Designed publicity materials for all School events.
- As editorial assistant for *Harvard Divinity Bulletin*: screened submissions, copyediting and prepress.

EDUCATION

2011: Harvard University, Cambridge, MA

Master's Degree in Information Technology: Digital Media Arts and Instructional Design concentration.

2000: Hamilton College, Clinton, NY

Bachelor's Degree: Creative Writing and Philosophy, double major.

Thomas E. Meehan Prize in Writing, George A. Watrous Literary Award, Charles A. Dana Prize for Character Leadership and Academic Excellence, Hamilton Scholar Award, George M. Frees Scholarship

1999: National University of Ireland, Galway

Semester Abroad.

First Academic Honors

SELECT DESIGN PROJECTS

- Recent graphic design projects at <http://positdesign.com/portfolio/graphic-design/>
- Sketch Notes from An Event Apart Boston (2012). <http://flic.kr/s/aHsjA6kFH7>
- *Harvard Divinity School Faculty Source Directory for Editors and Reporters*. Guided project from 8-page pamphlet (2000) to 60+ page book (2001-2005) to online-only iteration (2005-2007).
- *Power & Principles: Leaders in Media and Finance Reflect on the Ethical Framework of Their Work* (2002).

SELECT CODE PROJECTS

- Web, Joomla, Flash, and Processing projects at <http://positdesign.com/portfolio/web-interactive/>
- Personal portfolio and blog (2006-2013). Responsive build (February 2013) in HTML5, CSS3 (LESS framework), PHP, and JavaScript using WordPress as a CMS. <http://positdesign.com>
- Harvard Business School Alumni Facebook page (2007-2012). <https://www.facebook.com/HBSAlumni>
- Harvard Business School Alumni website (2007-2012). Design lead on Reunion, Career, and Boards subsites; contributed to code and content management for entire site. <http://www.alumni.hbs.edu>
- *Essential Ideas for Success*, interactive ebook (2011). <http://alumni.hbs.edu/ebook>
- *Portbou 1940*, an interactive animated comic book built in HTML5, CSS3, and JavaScript/JQuery with extensive CSS3 transitions, transforms, and animations. (2010-2011). <http://portbou1940>.
- HBS Alumni eNewsletter (December 2007-2012). <http://alumni.hbs.edu/whatsnew>

THEY SAY

"It was great working with you on this project. I really appreciated all of your thoughtful editorial input and attention to detail in addition—of course—to your design skills." –Charlotte Smith, Director, Development Communications

"She deftly maneuvered a landscape of feedback slowdowns and competing opinions to produce a very user-centric project that married big-picture thinking with pin-point focus on detail. We will continue to rely on those skills as we incorporate the new School-wide brand initiative. Moreover, Chris has really shined in managing large projects." –Ted Adams, Director, Digital Marketing

"Chris Bower is the design rockstar who reformatted and redesigned it to make it SO user friendly!"
–Lindsay McConchie, Assistant Director, Engagement