

Christine Gemmell

Product Designer

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Product designer with 5+ years delivering end-to-end UX across mobile and web — from research and wireframing through prototyping and handoff. Experienced building design systems in Figma and collaborating cross-functionally in remote, agile teams. Background in complex, regulated products makes me strong at designing for clarity and trust.

EXPERIENCE

Product Designer – Telus Digital. Remote

May 2025 – August 2026

- Sole product designer on the Crunchyroll account — owned all design across 5 channels (email, push, in-app, WhatsApp, content cards) after a 2-week onboarding transition.
- Designed a win-back campaign that drove an 8.3% membership restart rate among cancelled subscribers, deployed across all 5 channels simultaneously.
- Built a modular email template system for the Manga app launch, enabling weekly sends with varied content at no additional dev cost per send.
- Designed 21 lifecycle emails across 6 journey types for White Castle's Craver Nation Rewards Season 3 relaunch, building a modular milestone template system that scaled across three loyalty tiers

Digital Designer – Defined Logic. (Acquired by Telus Digital) Remote

June 2024 – May 2025

- Led full website redesign for Weichert Workforce Mobility as sole designer and page builder, discovery, UX strategy, design system, WordPress build, and client handoff.
- Delivered full client documentation, written guides and video walkthroughs — enabling independent site maintenance post-handoff.

Sr. Visual Designer – Sunlight Financial. Charlotte, NC.

August 2023 – December 2023

- Designed mobile and web UI mockups and interactive prototypes for early-stage financial product concepts alongside business analysts.
- Translated complex financial workflows into clear, user-centered interfaces across mobile and web.

Associate Visual Designer – Sunlight Financial. Charlotte, NC.

August 2021 – August 2023

- Supported product and marketing design at a consumer fintech company, building foundational skills in UI design and brand consistency.

SKILLS

Design: End-to-end UX, Wireframing, Prototyping, Design Systems, Interaction Design, User Research, Usability Testing

Tools: Figma, FigJam, Adobe Illustrator, Adobe Photoshop, InVision, Procreate, WordPress

Technical: HTML, CSS, JavaScript / jQuery

AI Tools: Midjourney, Adobe Firefly, ChatGPT, Claude, Fuel IX

EDUCATION

Indiana University of Pennsylvania, August 2017 – May 2021

Bachelor of Fine Arts, focus in Graphic Design. Minor in Marketing.