

[CactusMoonCreative.com](http://CactusMoonCreative.com)  
charcinske@gmail.com  
Reno, Nevada USA

**Nice to meet you**

## Notable

80+ Industry-Related Awards;  
Google Analytics Certified.

Manager Boot Camp leadership  
training with Cecilia Gorman.

Experience with all major digital design  
platforms, including Figma, Sketch,  
Invision, and Adobe Creative Suite.

2006 - Associate of Graphic  
Communications, Truckee Meadows  
Community College.

Prior position as customer retention  
specialist for Intuit.

## Interests

Travel, fitness, aviation, history and  
sociology, music, storytelling.

# Christine Harcinske

## Experience

**February 2024 - Current - UX Lead, Terakeet**

- UX Lead for major accounts. Lead CRO and A/B testing initiatives, working closely with client teams to improve website user experiences. Also helped to develop process and champion user experience within Terakeet.

**August 2022 - January 2024 - Creative Director, KPS3**

- Creative director for one of three company teams. Managed and mentored designers and copywriters from project kickoff, creative ideation, production to launch. Worked closely with account directors to create strategy and marketing goals personalized to each client across campaign, brand and digital/web projects.
- Clients include: Environmental Incentives, Accounting Seed, Splashtop, Nevada Department of Health and Human Services

**April 2021 - July 2022 - Associate Creative Director, Digital Design, Noble Studios**

- Creative director for travel and tourism vertical. Increased revenue and service offerings for major client accounts through account audits, UX strategy and identifying client creative opportunities. Creative lead for conversation rate optimization tests. Established creative department standards and best practices for designers and digital projects. Mentored and coached team members while championing the brand and experience design craft.
- Clients include: Niantic Labs, Adobe UK, Autodesk, Virgin Mobile, Panasonic, Travel Nevada, University of California.

**July 2011 - April 2021 - Senior Creative Designer, Noble Studios**

- Led art direction of large digital projects and helped expand travel and tourism client portfolio from one to over ten. Scoping, art direction and UX strategy for major Facebook, YouTube and university digital experiences, leading to Inc 5000 company growth and international company portfolio. Developed design to development documentation and communications best practices.

**September 2009 - May 2011 - Senior Interactive Designer, One to One Interactive**