

CHRISTA LAING

PRODUCT DESIGNER

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ABOUT ME

I am an eager product designer with a multidisciplinary background in research, brand strategy, graphic design, web design, and digital marketing. I leverage my experience and expertise to solve complex problems, prioritize user needs, and achieve business goals.

WORK EXPERIENCE

BRAND STRATEGIST/DESIGNER

The Information Inn (2017-Present)

- Designs user-centered products that execute business strategy and cement brand identity.
- Conducts primary and secondary research to determine user needs and identify business development opportunities.
- Develops brand strategies based on user behavior, market analysis, and business goals.
- Formulates marketing strategies, including copywriting, content creation, and ad campaign management to execute brand strategy.
- Creates visual identities, including logo design, typography selection, and color palette choice to form emotional connections with users.
- Mentors entrepreneurs on implementing strategies to increase brand awareness and improve sales.

DIGITAL CONTENT CREATOR

Freelance (2015-2017)

- Supported the achievement of business goals through campaign conceptualization, content creation, and copywriting.

RESEARCH ASSISTANT

The University of the West Indies (2012-2015)

- Planned research studies and conducted stakeholder interviews for assignments.
- Performed secondary research for conferences, workshops, and publications.
- Guest lectured in undergraduate and postgraduate courses.
- Analyzed and synthesized data for research publications.

INTERNSHIP COORDINATOR

The University of the West Indies (2012-2015)

- Fostered relationships with regional and international hotels and tourism organizations.
- Negotiated internship opportunities for students.
- Trained students for the internship experience.

EDUCATION

THE UNIVERSITY OF THE WEST INDIES, ST AUGUSTINE CAMPUS

M.Sc. Tourism Development and Management Studies (2015)

THE UNIVERSITY OF THE WEST INDIES, ST AUGUSTINE CAMPUS

B.Sc. International Tourism Management (2010)

CERTIFICATES

GOOGLE UX DESIGN CERTIFICATE

Coursera (2024)

CERTIFICATE IN WOMEN'S ENTREPRENEURSHIP

Cornell University (2024)

DIPLOMA IN GRAPHIC AND WEBSITE DESIGN

EduQual UK (2020)

SKILLS

User Research

Problem Definition

Strategic Thinking

Ideating Design Solutions

Competitive Analyses

Storytelling

Wireframing

Prototyping

Information Architecture

Design Systems

Usability Testing

Business and Product Strategy

TOOLS

Figma

Sketch

Adobe CC

WordPress

Balsamiq

Framer