CRYSTAL CROSS

crystal2cross@gmail.com
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crystal2cross.github.io

SUMMARY

With an analytical mind, artistic eye, and empathetic heart, I'm a team player who champions for great user experiences.

WORK EXPERIENCE

Solutions Consultant | Freelance | crystal2cross.github.io　　　　Aug 2024 - Current

Delivering customer success, design, and/or project management services as needed per contract assignment.

UX/UI Designer | Novo Nordisk | novonordisk.com　　　　Feb 2024 - Jul 2024

Novo Nordisk, the pharmaceutical company behind such brands as Ozempic and Wegovy, is aimed at defeating serious chronic diseases with a long heritage in diabetes. At Novo Nordisk, I worked as one of three designers on a cross-functional team consisting of a product manager, data scientist, and software developers. My responsibilities included: developing UI mockups and prototypes illustrating how features work; documenting user flows; conducting exploratory testing; logging UX issues and tracking fixes; and working independently to plan, execute, analyze, and deliver insights from user testing to stakeholders and the team.

UX/UI Designer | Nordea | nordea.com　　　　Apr 2022 - Jan 2024

Nordea is the largest bank in the Nordics with over 60 designers across Denmark, Sweden, Finland, and Poland. At Nordea, I was one of nine designers on a multidisciplinary design team designing for the home loans area of the bank. My responsibilities included: participation in quarterly PI planning events according to the SAFe framework; developing UI mockups and prototypes using Nordea's design system; and working with user researchers to plan, execute, analyze, and deliver insights for research projects in the form of user interviews and tests.

Product Designer | tamigo | tamigo.com　　　　Sep 2020 - Mar 2022

tamigo is a cloud-based workforce management solution. At tamigo, I led design on one of two cross-functional teams consisting of a product manager, software developers, and QA. My responsibilities included: developing UI mockups and prototypes for specifications illustrating how features work; building and maintaining a design system; and ensuring the UX design dimension of tasks through the entire development process for all platforms.

User Experience Solution Testing in R&D | BLUETOWN | bluetown.com　　　　Jan 2019 - Aug 2020

BLUETOWN provides low-cost, sustainable Wi-Fi solutions to connect people in rural areas and emerging markets. While at BLUETOWN, I worked with colleagues across electrical, networking, and software engineering deciplines as well as business to ensure a good and cohesive user experience of BLUETOWN products. My responsibilities included: outlining requirements & acceptance criteria for our content, billing, and payment solutions; documenting user flows; conducting exploratory testing; logging UX issues and tracking fixes.

Product Designer | Hypefactors | hype.news | hypefactors.com　　　　Aug 2018 - Dec 2018

Hypefactors is a cloud-based PR and marketing management solution. My responsibilities included: conducting user interviews and user testing; documenting user flows; improving the onboarding flow of Hype.News; and UI design of Hypefactors subscription previews. As the only product designer, I worked closely with the CEO, CTO, and head of marketing in order to align business and design goals with tech strategy.

Product Designer | Retalent | retalent.io　　　　Dec 2017 - Jul 2018

Retalent is a cloud-based hiring tool that combines research in psychometrics, psychology, and behavioral neuroscience with machine learning to help companies hire better and retain existing talent. As Retalent's first product designer, I worked closely with the company's CEO to ensure an optimal user experience across the application. My responsibilities included: UI design of dashboards and job simulation assessments; responsive design of the homepage; maintaining the branding and style guide; and print design for the startup's white paper.

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ADDITIONAL WORK EXPERIENCE

Product Designer | Trusted Health | trustedhealth.com   Sep 2017 - Dec 2017

Trusted Health is a cloud-based job platform for nurses. The platform connects job seekers to a marketplace of healthcare employers as well as helpful tools to assist nurses throughout their career journey. As an early designer, I was a member of a 5-person team that helped launch the application. My responsibilities included: competitive & comparative analysis; conducting surveys and user interviews; developing user personas; designing the onboarding flow; maintaining the branding and style guide; and developing visual assets for social media.

Project Consultant | Freelance | crystal2cross.github.io   May 2016 - Sep 2017

Selected Client Case Studies:

• Lead Designer | Coalition on Homelessness | Case Study: http://crystal2cross.github.io/coh.html

• Lead Designer | Street Sheet | Case Study: http://crystal2cross.github.io/streetsheet.html

Web Developer | AppDirect | appdirect.com   Apr 2015 - Feb 2016

AppDirect is a cloud service platform provider enabling people to create, find, buy and manage software in the cloud. As a member of multiple engineering teams, I helped to: develop AppDirect's OAuth management panel; design and implement a themed partner marketplace for Hawaiian Telecom; and troubleshoot issues and bugs for a catalog of high-profile partners. Technologies used: HTML, CSS (Sass), JavaScript, and Backbone.Marionette.

Web Developer | Sungevity | sungevity.com   Jun 2014 - Apr 2015

Sungevity is a solar power provider helping the world run on the sun. As a member of multiple engineering teams, I helped to develop their customer portal and Instant IQuote (IIQ) iPad web application, a sales tool used by field members in Lowes hardware stores and marketing events. Technologies used: HTML, CSS (Sass), JavaScript, JQuery Mobile, and AngularJS.

Web Developer Internship | Moovweb | moovweb.com   Mar 2014 - Jun 2014

Moovweb is a company offering technical implementation solutions that allow businesses to transform their desktop-only websites to mobile and tablet experiences. As a member of a 3-person developer team, I helped to transform Forever21's desktop-only website into a responsive online retail experience utilizing HTML, CSS (Sass), JavaScript, and various JavaScript libraries including jQuery, Tritium, and Uranium.

SKILLS

Tools: Word, Excel, PowerPoint, Ticketing systems (e.g. Jira, Zendesk), Figma, Maze, Lyssna

Design: Information Architecture, User Research, Personas, Prototyping, Wireframes, Usability Testing

Technical: HTML, CSS, JavaScript, Git

PROFESSIONAL TRAINING

General Assembly, User Experience Design Immersive   May 2016 Cohort

EDUCATION

Bachelor's Degree in Computer Science at University of California, San Diego (UCSD)   Class of 2013