

# Hey! I'm Kristen, a product designer.



## PROFILE

I'm a designer with 5+ years of experience, both professional and volunteer, creating visual design for web and print.

I have a background in education and linguistics, which I feel gives me a unique advantage within the field of user experience design.

As a teacher, I've mastered observing behavior, clearly communicating directions, and fully understanding people in order to anticipate their struggles. **These skills are my strengths as a designer and a problem solver.**

## KNOWLEDGE

### SKILLS

Usability Testing  
User Research  
Visual Design  
HTML/CSS

### TOOLS

Sketch  
Figma  
Photoshop  
InVision

## VOLUNTEER WORK

### 2020 *Editor-in-Chief*

2017  
WIDE ISLAND VIEW  
HIROSHIMA, JAPAN

- Entered organization as the Social Media Manager, updating Instagram/Facebook
- Became Editor-in-Chief in 2019, managed the transition from Wordpress to Medium and lead the team of editors and contributors

### 2017 *Digital Media Manager*

2015  
UF JAPANESE CLUB  
GAINESVILLE, FLORIDA

- Created marketing materials for both print and social media
- Posted on and updated social media pages
- Engaged with community on social media

## WORK EXPERIENCE

### 2020 *Assistant English Teacher*

2017  
JET PROGRAM USA  
HIROSHIMA, JAPAN

- Create and execute lessons to several levels of students, spanning from those in their first year middle school to first year of high school
- Organize activities and events which take place after school for the English Club
- Mark students' writing assessments and give advice on diction and grammar

### 2017 *Website/Social Media Manager*

2015  
VINE SOURDOUGH BAKERY  
GAINESVILLE, FLORIDA

- Collaborated with business owners to understand needs and desire for website
- Converted Wordpress.com blog into a full-featured website with an about section, menu, online order forms, etc.
- Took new photos of bakery items to display on website menu pages
- Created print materials, such as menus, flyers, loyalty cards, etc.
- Frequently made graphics and photo updates on Facebook and Instagram

### 2015 *Visual Designer*

2012  
KCK CONSULTING, LLC.  
PLANT CITY, FLORIDA

- Worked directly with the head web developer to plan and create website designs
- Met with clients to determine needs and then gathered necessary content
- Created graphics and modified Wordpress themes using CSS to suit the needs of clients
- Utilized the Adobe Suite to create icons and graphics for clients, as well as brand materials for print (brochures, business cards, etc.)

## EDUCATION

### 2017 *University of Florida*

Bachelor of Arts, Linguistics  
Certificate, TEFL