Kristina Ousley, MBA

Baltimore, MD
708-510-9292
kristinacousley@gmail.com
thewalkingchandelier.godaddysites.com

EDUCATION

Doctor of Science
Information and Interaction Design
University of Baltimore
Expected 2023

Master of Business Administration
Florida A&M University
2019

Bachelor of Science in Accounting
Dillard University
2016

SKILLS & TOOLS

UX/UI Design and Development
HTML5, CSS3, JavaScript, SQL, Python
User Research, User Personas,
Customer Journey Mapping,
Wireframing, Prototyping,
User Testing, Adobe Creative Suite

Marketing and Communications
Social Media Management, Email Marketing,
Marketing Plans, Content Calendars, SEO,
Memos & Press Releases, WordPress, MS Office

Project Management
Project Lifecycle Management,
Stakeholder Engagement, Cost Control,
Quality Assurance, Agile, QuickBooks, SPSS,
Trello, Jira, Oracle

Accounting and Auditing
Government Auditing, Knowledge of Federal
Guidance and Laws, Accounts Payable,
Accounts Receivable, Journal Entries,
Bank Reconciliations, Period-End Reporting,
Workday, SAGE

Work Experience

University of Baltimore — Front-end Developer/Research Assistant
December 2021 to present
- Design dynamic websites using HTML5/CSS3/JavaScript
- Optimize products by improving browser compatibility and information architecture
- Update/debug source code and package files to deliver to client
- Maintained the User Interface(UI) of websites and and digital assets
- Conduct literature reviews for academic publications

American Journal of Evaluation — *Manager of Digital Media*
November 2020 to May 2021
- Utilize human-centered design principles to deliver print and digital marketing materials that are effective and accessible
- Develop consistent branding identity through products. This includes video, logos, motion graphics, and corporate communications
- Track user engagement and implement SEO techniques to increase user impressions by 10% weekly
- Conduct and analyze user research through surveys and testing to create strategies to increase brand visibility

United States Department of Agriculture — *Auditor*
September 2020 to present
- Research Federal, State, and Local guidance and laws to conduct interviews to determine agency compliance during assigned audits
- Perform analytical testing procedures to detect deficiencies in audit evidence found during research and interviews
- Draft and issue findings of noncompliance. Recommend solutions to agencies to improve SOPs and mitigate incompetencies
- Increase agency visibility and assist with fulfilling Department goals by serving in auxiliary roles, specifically serving as the 2020 Combined Federal Campaign coordinator for the National Capital region. Exceeded fiscal year goal by 15%
- Ensure completeness and accuracy of completed audit engagements by performing referencing reviews

PROJECT HIGHLIGHTS

- Employment Dashboard - Utilized D3.JS and Dimple.JS libraries to display U.S. Labor information sources from APIs. The dashboard included interactive charts and tables

- *Baltimore Littering Solution* - Designed a hardware solution to encourage pedestrians to stop littering. This project included extensive user research, user personas, journey mapping, and presenting an animated storyboard to stakeholders

- *Usability Study* - Conducted a usability study for a major jewelry retailer that lead to action recommendations on improving web experiences, such as consolidating product features and reassessing information architecture