Kristina Ousley, MBA

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thewalkingchandelier.info

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 (Angular, React, D3.JS) C++, Python, R, User Research, User Personas, Journey Mapping, Wireframing, Prototyping, User Testing, Adobe Creative Suite

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

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

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 — *Full Stack Developer/Research Assistant* December 2021 to present
- Design and deploy dynamic websites using HTML5/CSS3/JavaScript
- Optimize products by improving browser compatibility and information architecture
- Create dynamic data visualizations with REST APIs and libraries
- Maintained the User Interface(UI) of websites 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

PR Store — *Project Manager*
June 2019 to September 2020
- Conduct quality assurance procedures on bulk orders to eliminate waste by 50%
- Streamline workflow processes to reduce project lag time by 10% on average
- Generate and evaluate analytics reports to develop strategies to improve customer engagement and retention
- Maintain website design and functionality through QA reviews
- Manage project stakeholders via weekly meetings and providing real-time updates

The Walking Chandelier — *User Experience Designer & Consultant*
August 2017 to present
- Transform requirements into technical prototypes for websites, applications and interactive experiences
- Spearhead digital strategies that increase clients' conversion rates by 50% on average
- Develop brand identity and establish online presence for small and large scale businesses
- Utilize market research and user studies to support design strategies and decisions