

Krista Rippons

User Experience • Design • Product Strategy • Business Analytics • Project Management
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UX Designer and functional software developer

Project manager and technology delivery specialist

Exceptional **communicator** bridging technical gaps, conceptual design and business constraints

Excel in forging **collaborative, cross-functional** solutions while ensuring business continuity

Comprehensive **problem solver & business analyst** with success streamlining complex processes

Skills & Proficiencies

Project Mgmt:

Project Scheduling
System Migrations
System Integrations
IT Implementations
SaaS & Cloud Projects
Automation

UX Design:

User Research
User Testing
Conformity to
UX patterns
Info Architecture
Wireframing
Prototyping
Visual Design / UI
Some HTML and CSS

IT Project Lifecycle:

Vendor Selection
Requirements
Gathering
ROI Analysis
Budgeting
Project Delivery
UAT/QA
Training

Leadership:

Champion for Change
Cross-Functional
Coordination
Team Building
Vendor Management

Specialties:

e-commerce
Legal Technology
Matter Management
Electronic Billing
Business Modeling
Process Improvements
Technical Writing

Projects & Positions

Consultant: School Deets – UX Design Consultant

2015 – present

School Deets is a Colorado start-up streamlining communications between schools & parents with multilingual capabilities.

KEY CONTRIBUTIONS

- MVP definition, development liaison, UI, wireframing, workflows and redefine data structure

Consultant: Tonzof – e-commerce Business Development & Business Analyst

2014 – 2015

Tonzof is a Colorado start-up that provides an e-commerce platform that allows manufacturers and distributors of various types of products to sell goods on various online marketplaces through a single connection.

KEY CONTRIBUTIONS

- Defined **Business Strategy** by evaluating competitive landscape, identifying strategic opportunities for increased profit and articulating position of unique service offerings for go-to-market product.
- Performed **Competitive Analysis** including identification of competitors and comparing/contrasting service offerings, highlighting strengths, weakness, opportunities and threats.
- Conceptualized and defined **Service Offering** and **Pricing** to maximize company revenue and bring to market a well-defined and competitively positioned product/service.
- Built **Profit Model** highlighting cost/revenue centers, trends and 'bottom-line' analysis.
- Defined requirements and **designed UX/UI to automate vendor on-boarding product**, including, SW mock-ups, business requirements, process refinement, collateral and training support, sales strategy and redefining vendor contract and SLA.

Consultant: Datacert (ELM at Wolters Kluwer) – SW Training Developer

2012 – 2014

Datacert is an enterprise Legal Management Solutions provider.

KEY CONTRIBUTIONS

- Developed **training program** for new Government, Risk and Compliance software while partnering with Product Management and Marketing to ensure accuracy and seamless messaging. Deliverables included: Program Overview and Delivery Plan, technical Student Guide (Word and Visio), Instructor Presentation (PowerPoint).
- Final products leveraged flow charts and annotated screen shots to ensure **steady cadence and style**.

Volunteer: Creativity Challenge Community (C3)

2013 – present

C3 is a K-5, DPS innovative school that was established in 2010.

KEY CONTRIBUTIONS

- Website maintenance (WordPress)
- Chair of Innovation Accountability Team. Champion of new district wide Innovation Network (LLN).

Centurylink – Business Analyst / Legal Finance & Technology Manager

2000 – 2012

Collaborated with Product Management, Finance, IT and Legal Department

KEY CONTRIBUTIONS

Technology Implementation

- System Architecture and Software Customization:
 - Championed purchase and managed the transition of manual billing and analytics in a large corporate legal department to a **SaaS solution**.
 - Conducted feasibility study, vendor **competitive analysis**, industry research, user focus groups and authored Request for Proposal (RFP), Statement of Work (SOW) and Product Requirements Document (PRD) which contributed to the roadmap for successful go-live.
 - Excelled in **requirements gathering**/interpreting business needs and establishing business rules that translated into software functionality. Developed **use case scenarios**.
 - Collaborated with SW vendor to de-bug critical functionality, **functional design of customizations** and ensure **product roadmap** reflected required functionality. Drove customizations and core offering improvements to simplify the **end user experience**.
 - Excelled in thorough **UAT** and QA efforts and support of regression testing.
 - Streamlined **vendor on-boarding** and ensured continued positive relationships (500+ vendors)
 - Ensured appropriate **training**, post mortem evaluation and consistent performance monitoring.
- Data Migration: Translated data for ERP migration from PeopleSoft to SAP and data for multiple migrations encompassing E-Billing and Matter Management data (CaseTrack -> TyMetrix -> Datacert/Passport).
- IT Project Management: Demonstrated effective project manager with strong ability to manage timelines, **ensure deliverables**, identify dependencies and clear roadblocks while consensus building with cross-functional stakeholders.
- Process Management: Created **workflow diagrams** to ensure business continuity and improve efficiencies by defining strategic and tactical priorities while anticipating operational requirements. Robust documentation of processes ensured team was cross-trained resulting in increased accuracy.
- Management and Team Building: Managed staff of 3 financial/process analysts and team of dotted-line SME's. Focused on supporting team, job satisfaction and creating opportunities for growth and fulfillment.

Analytics

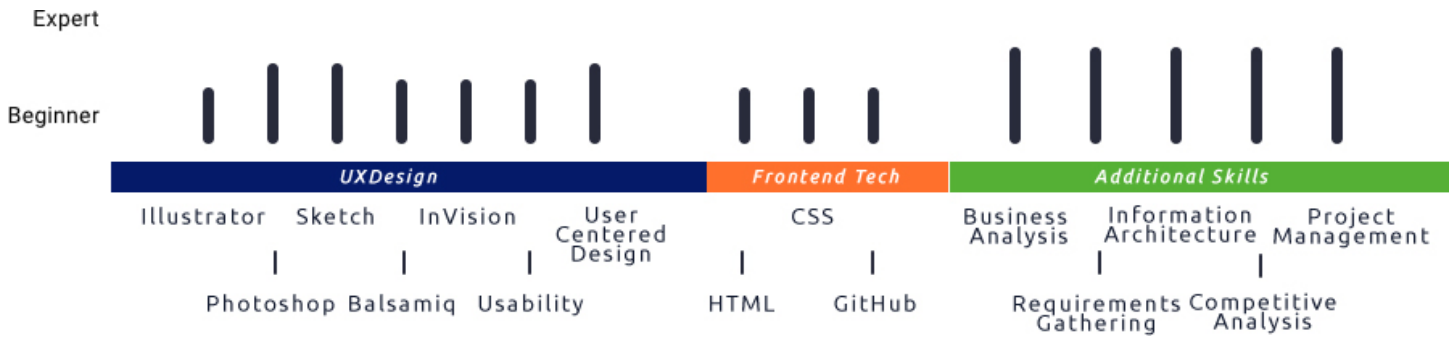
- Business Analysis / Decision Support: Provided improved visibility to high-level trends, key controllable metrics (KPI's) and standardized reporting. Excelled in **data mining and industry benchmarking**.
- Special Litigation Support: Categorized massive data to accurately and simply summarize detail in support of insurance submission resulting in large recovery. Also, created concise exhibits in support of litigation activity.
- Business Case Development and Modeling: Focused **analysis** on bottom line profitability with scrutiny of key assumptions and driving factors to assess potential outcomes within changing environments.

Education & Training

Bloc UX/UI Design

2016

Bootcamp study of UX design fundamentals and proficiency with industry standard tools. Focus included: user-centered design, application of research methods to isolate user goals, creation of user personas, visual design, mockups, wireframing, interactive prototypes and usability testing.



University of Colorado at Denver Bachelor Science - Business Administration & Marketing