

# KRISTIN BOWSER

## UX Researcher & Designer

ATLANTA, GA 30316

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## SUMMARY

User Experience Researcher leveraging a background in L&D and communication in a UX career.

Known as an excellent communicator with a knack for understanding how to interact with people from many backgrounds. A passion for details, human behavior, and communication allows me to have a particular affinity for UX research and writing in professional endeavors and organizations.

## TECHNICAL SKILLS

Design Skills: Research | Design thinking | Agile planning | A/B testing | Usability testing | Comparative research  
| Style guide creation | Wireframing | Prototyping | Human behavior | Communication | Team projects

Tools: Adobe XD | Miro | Slack | Google Drive | Trello | InVision

Interviewing: Stakeholders & Users

Programming: HTML5 | CSS3 | JavaScript | JQuery | Bootstrap

## UX/UI PROJECTS

### Circle of Friends Animal Society Redesign

Redesign of the web and mobile sites for COFAS, a non-profit pet adoption organization. The end-result was a high-fidelity design created using Adobe XD.

#### **My Role**

Primary researcher, in charge of stakeholder contact, persona creation, interviewing, problem/solution creation, and pulling key user insights.

**Link:** <https://tinyurl.com/ya5c3yyw>

### GetGreen Mobile Application

The task was designing a mobile app that would benefit the world. We chose to create a gamification app aimed at encouraging users to 1. shop small and 2. be incentivized to participate in sustainable behaviors.

#### **My Role**

Primary researcher, in charge of stakeholder contact, persona creation, interviewing, problem/solution creation, and pulling key user insights.

**Link:** <https://tinyurl.com/yabywcwu>

### Bootcamp Spot Redesign

An open-design challenge - redesigning the learning management platform used in the Georgia Tech UX/UI Professional Bootcamp.

#### **My Role**

Primary researcher, in charge of persona creation, interviewing, problem/solution creation, and pulling key user insights. Largely designed the mobile prototype and style guide.

**Link:** <https://tinyurl.com/y9f5co7o>

## PROFESSIONAL EXPERIENCE

### Learning & Development Manager

*Shepard Exposition Services | Atlanta, GA | 2018-2020*

Designed & built the company's Learning & Development department from the ground up using UX Design thinking along with stakeholder & employee surveys to identify training needs & build programming.

#### Major Accomplishments

- Successfully researched, designed, & presented original & curated leadership & training content for 20-30% of employees & managers in the first year of L&D management
- Onboarded 60 new employees using the 30-60-90 day onboarding plan that was created based on feedback from surveys and focus groups

### Human Resources Generalist

*Shepard Exposition Services | Atlanta, GA | 2016-2018*

Transitioned a traditional labor relations department to a fully functioning Human Resources department focused on recruiting, wellness initiatives, employee relations, performance management, & HRIS technology.

#### Major Accomplishments

- Saw an increase of 70% participation in performance reviews by creating an intuitive review form & project managing the launch of a digital review platform.
- Recruited & onboarded nearly 200 full/part-time employees in two years

## ADDITIONAL EXPERIENCE

### Recruiting Coordinator

*CHILDREN'S HEALTHCARE OF ATLANTA  
2015-2016*

### HR & Recruiting Coordinator

*DIGITAS (DIGITAL AD AGENCY IN SAN FRANCISCO)  
2014-2015*

### HR & Recruiting Coordinator

*INFORM (SAAS COMPANY IN ATLANTA)  
2013-2014*

## EDUCATION

### Georgia Institute of Technology

*CERTIFICATE IN UX/UI DESIGN, 2020*

### The University of Georgia

*BACHELOR OF ARTS IN DIGITAL & BROADCAST  
JOURNALISM, CLASS OF 2012*