

KRISTJEN KJEMS

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Self-motivated and inspired individual with a passion for experience and environmental design. 5+ years experience working collaboratively on successful design projects for web, mobile, product, and performance.

Areas of Expertise

User Experience Design
User Interface Design
Design Theory + Practice

Information Architecture
Native Mobile Design
Wireframing + Prototyping

Research
Theatre
Product Design

Copywriting
Marketing
Physical Computing

Education

GEORGIA INSTITUTE OF TECHNOLOGY

Master of Science in Digital Media

UNIVERSITY OF MARY WASHINGTON

Bachelor of Arts in English Literature

BROOKDALE COMMUNITY COLLEGE

Associate of Arts degrees in English and Theatre

Professional Experience

Humana

Lead Product Designer

Louisville, KY

2022 - Present

- User experience and service design consulting, design, and research for internal associate and contractor experiences and tools (Associate Experience Technology team).

Humana

Senior // Lead Mobile User Interface Design Engineer

Louisville, KY

2017 – 2021

- Co-led effort to create enterprise wide mobile standards and design system.
- Paired with/assisted/mentored other mobile designers in ensuring best UX research and design practices, brand and design system adherence.
- Helped lead broader/enterprise mobile app strategy.
- Sole Product Designer, Information Architect and Interaction Designer for the MyHumana mobile app, a consumer-facing transactional, informational, and marketing native mobile (iOS and Android) application that had the potential to reach 20 million members, with over 150,000 unique visitors each month.
- Pushed best-in-class user experience, upfront problem definition, and discovery research before work began.
- Delivered artifacts necessary to contribute to a robust Agile development cycle and followed design cycle from concept to delivery.
- Collaborated with leading design agencies, user-research firms, and teams across the organization to integrate best practices in usability, analytics, accessibility, responsive design, social media marketing, cross-platform strategy, and Agile development.
- Developed high-level and/or detailed user scenarios, wireframes and prototypes to effectively communicate design ideas and led at least one immersive user research, concept test, and/or usability test per month to assist in iterative design process and continual improvements.
- Participated in development of user personas to focus design efforts on the needs of our key users.

CONTINUED ON PAGE 2

Professional Experience, cont.

Big Ass Solutions

Lexington, KY

User Experience Designer

2015 – 2017

- Led and managed all UX research and design for Haiku Home mobile app and residential products
- Cited for innovative research methods in Amazon Developer blog directly related to my work designing Alexa utterances for fan control
- Conducted contextual interviews around the country as research for product and feature design; used knowledge gained about customers to create and distribute user personas.
- Researched competitors and created heuristic reviews of customer facing products for evaluation by colleagues and decision makers
- Underwent iterative experience design process for physical product, packaging, documentation, web, and mobile applications; including industrial design, interface design, interaction design, information architecture, and general customer experience
- Adhered to and applied both marketing and OS specific guidelines for mobile app design; including iOS Human Interface and Google Material Design guidelines
- Maintained high velocity in agile development process
- Led user testing and ran participatory design workshops with internal and external participants.

Computer Knowledge

HTML, CSS, Javascript, jQuery
C#, Java, Python
Wordpress, Drupal

Sketch, Invision, Figma
JustInMind, Axure RP
Illustrator, Photoshop

Arduino
Raspberry Pi
Electronics Hacking

Usertesting.com
User Zoom
Internet of Things

Selected Projects

HAVING A CATCH WITH DAD

Developed sound, story, and concept for interactive, improvisational object.

Assisted with coding and physical construction of ball and sensors: flex, accelerometer, and gyroscope

See the performance and learn more at <https://dwtg.lmc.gatech.edu/projects/catchdad/index.html>

RE:ACTIVISM ATLANTA

A collaborative redesign, framework, and playtest of a competitive, urban, pervasive game as stand-alone, modular game for the Center for Civil and Human Rights in Atlanta. Designed experience, visuals, and backend prototyping/wireframing

See the game and learn more at <https://www.kristjenkjems.com/6650reactivism.html>

DESIGNING FOR PRACTICE: RUNNING

Took already existing technology, the Nike+ SportWatch, and through UX design, wireframed and concepted an inspirational tagging system for watch and mobile interfaces

See my UX walkthrough and concept at <https://www.kristjenkjems.com/6399running.html>

Affiliations + Associations

- IxDA: Interaction Design Association
- IGDA: International Game Developers Association
- Alpha Phi Sigma: National Honor Society
- Phi Theta Kappa: National Community College Honor Society
- Psi Beta: Psychology Honor Society

Community Outreach

- Different Games Conference: Web-developer, organizer, and panel moderator.