Kristina Lang

UX/UI & Digital Designer

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Experience

Freelance UX/UI Designer, Digital Designer, and Web Developer

July 2024 - Present

Branding, Web Design, and Development for Small Business: Designed a complete brand identity and website for new PDR company, increasing client engagement and brand recognition. Developed a custom, responsive website to showcase services and enhance user experience. Created marketing assets, including a logo, design system, and promotional materials, to establish a cohesive brand identity.

Branding, Web Design, and Development for Cyber Security Startup: Collaborated with a startup to design a professional website, including wireframes, mockups, and front-end development. Developed a brand identity with a custom logo and design system to ensure a polished and consistent look.

Website Redesign and Digital Ad Design for Small Business: Redesigned a responsive website to modernize visual appeal and improve usability while maintaining brand identity. Created targeted digital ad campaigns with compelling visuals, increasing online visibility and customer engagement.

Education

Google UX Design Professional Certificate

March 2023 - January 2024 | Online

Completed hands-on UX projects and built a professional portfolio.
Gained expertise in UX research, wireframing, prototyping, and inclusive design.
Proficient in Figma for designing and iterating user-centered experiences.
Completed rigorous training design for entry-level job readiness.

Harford Community College

January 2021 - December 2024 | Bel Air MD

Associate of Arts and Design, Digital Arts Degree
4.0 GPA in Honors Program
Presidents List
Phi Theta Kappa Honor Society, Rho Beta Chapter
Psi Beta National Honor Society in Psychology

Awards

Blair Memorial Fund   *2024-2025*

Tracy Leigh Hall Painting Scholarship   *2023-2024*

Chesapeake Professional Women Scholarship   *2022-2023*

HCC Summer Momentum Scholarship   *2022-2023*

HCC Presidents Grant   *2021- 2022*

Philadelphia University Architecture Competition - 1st Place   *2015*

Philadelphia University Architecture Competition - 1st Place   *2014*

Skills

- » Visual Design
- » User-centered Design
- » Wireframing
- » Prototyping
- » Mockups
- » Design Systems
- » Front-end Development
- » User Research
- » Usability Studies
- » User Experience Design
- » User Interface Design
- » Collaboration
- » Presentations

Tools

- » Figma
- » Adobe XD
- » Adobe Photoshop
- » Adobe InDesign
- » Adobe Lightroom Classic
- » Adobe After Effects
- » Canva
- » Basic HTML
- » Basic CSS
- » Github
- » Webflow