



LESLEY A. KRIEBEL

UX/UI DESIGN & IOS DEVELOPER

Over twelve years of business experience working for the U.S. Air Force and top corporate companies like Comcast NBC Universal and Nike HQ in various project roles. Continuously promoted for having a strong work ethic and thinking creatively outside the box.

UX SKILLS

Adobe XD Photoshop

Figma Illustrator

Sketch InDesign

Zeplin HTML

Invision CSS

Marvel Web Flow

- Usability Testing
- Wireframes & Prototypes
- Conduct User Research
- Site Evaluations & Heuristics
- Building reports for Stakeholders.

IOS SKILLS

Xcode

Swift

Github

- Navigate Xcode
- Build, Run and Test App Prototypes
- Manage Data using collection types
- Debug code
- Publish to App Store

EDUCATION

B.S. DESIGN FOR USER EXPERIENCE

Lesley University, Cambridge MA.

(2020-2021)

IOS DEVELOPMENT

Udacity, Nano Degree

(2021)

ASSOCIATES IN DESIGN

Savannah College of Art & Design

IT & COMMUNICATIONS

United States Air Force



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Portfolio
Kriebeldesigns.com



Instagram
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WORK EXPERIENCE

COMCAST NBC UNIVERSAL - (STRETCH ROLE) BUSINESS COMMUNICATIONS | (12 / 2019 - Present)

- Tapped into Business Communications for the RE Solutions team. Scope broadened to oversee website maintenance, and lead programs for
- Took project lead that involved developing the UI and User functionality of a website for the entire Platform Reliability Engineering department at Comcast NBC Universal.
- Created a site platform where teams can link their ticket solution dashboards and update monthly metrics, newsletters and provide feature videos and training.

MOBILE CONNECT- MOBILE DESIGN & UX RESEARCH

Contractor - (10/20-11/20)

- Conducted UX research to improve a mobile business service.
- Used audio interviews of customers to develop an empathy map, storyboard, and user flow of an improved mobile service application called Mobile Connect.
- Developed low-fidelity wireframes that have user-tested and high fidelity clickable.

FLIXSTER - MOBILE DESIGN & UX RESEARCH

Contractor - (07/20-08/20)

- Worked with a team to research and develop a new interface for Flixster.
- Created style guides that implemented UI principles and accessibility.
- During the discovery process worked with a team to incorporate card sorting findings into wireframes for low and high-fidelity prototypes.

UX BOSTON - MOBILE DESIGN & UX RESEARCH

Contractor - (05/20-07/20)

- Conducted a Heuristic evaluation of the UXPA Boston Website that was later presented to its stakeholders.
- Established design recommendations based on what worked and didn't work within the website.
- Using the data discovered, developed a professional report for the stakeholders and provided wireframe recommendations for the redesign.



WORK EXPERIENCE



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COMCAST NBC UNIVERSAL - GRAPHIC DESIGN & PROJECT ASSISTANT

Assistant 2 Philadelphia, PA - Remote (12/2019-Present)

- **Promoted:** Within two months as a contractor was asked to join the TPX Reliability Engineering team as a Full-Time Employee.
- Supported cross-functional departments including the Vice President of Reliability Engineering, Vice president of RE Enterprise Applications, Sr. Technology Director for Data Center, and Vice President of Home Applications.
- Coordinated team functions and event planning for both in-person and virtual events. Created marketing campaigns, designed swag, and promotions for employees.
- Attend daily scrums, gathered data and metrics for business support. Created bi-weekly team presentations collecting analytics, trends, and team updates which were edited in deks for an assembly of over 300 team members.

ZULILY - EXECUTIVE ASSISTANT & MANAGEMENT

Seattle WA, (01/19-08/19)

- Coordinated and created bi-weekly team presentations, pulled buyer wins, trends, business metric updates, and edited decks for an assembly of over 200 team members. Provided all streaming and tech setup. In addition, managed weekly leadership staff meetings by coordinating presentations and agendas from cross-functional buying departments.
- Coordinated the arrival of QVC's Trend Forecaster Brandi Mercado. Published her presentation companywide in the Zulily intranet.
- Managed the professional development of an administrator meeting weekly to review calendars, offer skill-based support. Provided constructive and positive feedback consistently to ensure continued success with leadership.
- Developed low-fidelity wireframes that have user-tested and a high fidelity clickable

NIKE HR GLOBAL PLANNING - (Sketch Role) - Talent Coordinator

VanderHouwen | Beaverton, OR (08/18-10/18)

- Created talent slates and profiles by utilizing data from Nike's Databases and talent rosters. Helped with creating plots for organization charts with precision and attention to detail. Created decks with data that would be presented to top the Executives at Nike.
- Organized leadership sessions for talents to meet with senior leaders on a monthly basis. Responsible for coordinating logistics.
- Partook in the creation of Senior + talent role summarizations for Apparel and Merchandizing which involved navigating excel skillfully.
- Organized Global Talent Connect. This consisted of scheduling leaders to meet with selected talent once a month for luncheon leadership sessions.

NIKE HR Global Planning & APLA - SR. Administration

VanderHouwen | Beaverton, OR (08/2018 - 10/2018)

Schneider, Kerr and Robichaux Law Offices - Paralegal

Portland, OR | Beaverton, OR (12/2016-05/2017)

Promoted: from front office to Hearing Prep within a week.

Legacy Health Hospital - Clinical Support Specialist

Portland, OR | Beaverton, OR (05/2015-06/2016)

U.S. Air Force - IT and Administration Management

Portland, OR | Beaverton, OR (08/2011-5/2014)

Promoted: from A1C to a TSGT Management role