Kristina Ousley, MBA

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Education

Doctor of Science
Information and Interaction Design
University of Baltimore
Expected 2025

Graduate Certificate
User Experience Design
University of Baltimore
2022

Master of Business Administration
Florida A&M University
2019

Bachelor of Science in Accounting
Dillard University
2016

SKILLS & TOOLS

UX/UI Design and Development
HTML5, CSS3, JavaScript (Angular, React, D3.JS) User Research, Product Roadmap, User Personas, Journey Mapping, Wireframing, Prototyping, User Testing, Figma, Adobe Creative Suite

Game Design
Unity, Unreal, C++, C#, Python, VFX Design, Player/Enemy Scripting, Level Design, QA Testing, Production Plans, Product Roadmap

Project Management
Project Lifecycle Management, Business Analysis, Forecasting, Stakeholder Engagement, Cost Control, Quality Assurance, Agile, Forecasting, SPSS, Trello, Jira, Miro

Marketing and Communications
Social Media Management, Email Marketing, Marketing Plans, Content Calendars, SEO, Memos & Press Releases, WordPress, MS Office

Work Experience

Healthcare Service Corporation — *UX Solutions Consultant*
August 2022 to present
- Implement complex technical systems using React JS and other technologies that increase customer engagement by an average of 30%, delivering products on schedule and reducing effort hours by 20%
- Improve omni-channel member experience by synthesizing data to deliver IT products with consistent design and functionality across web, mobile, and correspondence platforms.
- Develop, manage, and socialize digital content across the company, resulting increased visibility by 50% and a decrease in reporting. errors by 30% on average. Digital content includes presentations, websites, applications, and static and animated graphics

University of Baltimore — *Full Stack Developer and Community Research Assistant*
December 2021 to present
- Design and deployed dynamic websites using HTML/CSS/JavaScript and RESTful APIs
- Collaborate with UX/UI designers and clients to implement intuitive and automated digital products, increasing event attendance by 20% increase while reducing waste and effort hours by 30%
- Published reports that included literature reviews, technical specification, and data-driven recommendations

United States Department of Agriculture — *Auditor*
September 2020 to August 2022
- Researched Federal, State, and Local guidance and laws to conduct interviews to determine agency compliance during assigned audits
- Drafted and issue findings of noncompliance. Recommend solutions to agencies to improve SOPs and mitigate incompetencies
- Increased agency visibility and assist with fulfilling Department goals by serving in auxiliary roles, specifically serving as the 2020 Combined Federal Campaign coordinator for the National Capital region. Exceeded fiscal year goal by 15%
- Ensured completeness and accuracy of completed audit engagements by performing referencing reviews

American Journal of Evaluation — *Manager of Digital Media*
November 2020 to May 2021
- Utilized human-centered design principles to deliver print and digital marketing materials that are effective and accessible
- Developed consistent branding identity through products, including video, logos, motion graphics, and corporate communications
- Tracked user engagement and implement SEO techniques to increase conversions by 30% weekly
- Collaborated with editors and writers to create engaging and informative content for digital platforms, including articles, blog posts, and social media posts

The Walking Chandelier — *Owner/Multimedia Producer*
August 2017 to present
- Collaborate with clients to align on vision and goals for multimedia projects Multimedia includes FPS and XR games, VFX, Graphic/Visual Design, and digital illustration
- Develop brand identity and establish online presence for small and large scale businesses, leading to 20% sales increases on average