

# Kristina Ousley, MBA

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## EXPERIENCE

User Experience Program Manager, Healthcare Service Corporation — August 2022 - February 2025

- Led a cross-functional team of 10+ designers, researchers, and technologists to deliver a multi-platform, enterprise-level user experience redesign of client-facing products, increasing customer satisfaction by 30%.
- Facilitate the execution of user experience research studies, including discovery, user testing, and implementation, resulting in a consolidation of products, eliminating waste by 10%
- Develop and maintain the Career Readiness Website via Sharepoint, increasing the use of career resources by 20% on average and membership conversions by 50%.

Board Member and Creative Producer, American Institute of Graphic Arts — December 2024 to present

- Oversee the annual student design competition that includes participating in design sprints, securing locations, developing partnerships, and driving engagement.
- Producing video, audio, photo, and animated content using DSLR cameras, Adobe Creative Suite and Procreate at organization events, increasing membership growth by 15% and social media impressions by 30%.
- Mentor design students by engaging in portfolio reviews, executing network events, and collaborating on community-based projects, resulting in a 20% increase in event attendance quarterly.

Creative Technologist and Doctoral Researcher, University of Baltimore — August 2020 - present

- Leading a team of technologists to develop extended reality(XR) apps and games using Unity and Unreal to address client problems in the fields of geospatial intelligence, education, urban planning, and e-commerce.
- Execute research design studies focused on improving the information architecture of interfaces for users with cognitive processing concerns. Results showed a 20% reduction in mental stress and a 50% reduction in customer service calls.
- Developed an augmented reality app that uses 3D rendering and natural language teaches early learners about the solar system. Average of 10% increase in downloads weekly.
- Implement 508-compliant 2D and 3D graphic assets to static and dynamic websites and apps.

Creative Director, American Journal of Evaluation — November 2020 - January 2024

- Utilized human-centered design principles to deliver print and digital marketing materials with Adobe Creative Suite and Figma. Increased subscriptions by 20%.
- Developed consistent branding identity through products. Deliverables included video, logos, motion graphics, and corporate communications.
- Managed social media platforms that saw an increase of impressions by 30% weekly.
- Conducted and analyzed user research through surveys and testing to create strategies to increase brand visibility.

Auditor, United States Department of Agriculture — September 2020 - August 2022

- Performed analytical testing procedures to detect deficiencies in audit evidence found during research and interviews, reducing waste by 10%.
- Drafted and issued findings of noncompliance. Recommend solutions to agencies to improve SOPs and mitigate incompetencies.
- Increased agency visibility and assisted 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%.

## EDUCATION

University of Baltimore — Doctor of Science in Information and Interaction Design, December 2025

University of Baltimore — Certificate in UX Design, December 2022

Florida Agricultural and Mechanical University — Master of Business Administration, May 2019

Dillard University — Bachelor of Science in Accounting, May 2016

## SKILLS

Adobe Creative Suite, Unity, Unreal, HTML, CSS, JS, C#, C++, Python, WordPress, Figma, User Experience Design, Typography, Color Theory, DSLR Photography, Videography, Content Production, Social Media Management, Project Management, Scrum, JIRA, Government Auditing, Digital Enablement, Agile Project Management