

# Kristina Ousley, MBA

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## EXPERIENCE

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

- Lead 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, increasing 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 which includes participating in design sprints, securing locations, developing partnerships, and driving engagement
- Produce video, audio, photo, and animated content at organization events, increasing membership growth by 10% and social media impressions by 20%
- Mentor design students by engaging in portfolio reviews, executing network events, and collaborating on community-based projects

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

- Led the development of a responsive, cross-browser government site for a SaaS product using REST APIs and React/Vue, increasing user engagement by 20%.
- Created dynamic data visualizations with Deploy extended reality (XR) applications to address client problems in the fields of geospatial intelligence, urban planning, and e-commerce
- Collaborated with external stakeholders to deliver consistent information architecture across sites, proposals, and presentations accessible UI design

Creative Director, American Journal of Evaluation — November 2020 - May 2021

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

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

- Perform analytical testing procedures to detect deficiencies in audit evidence found during research and interviews, reducing waste by 10%
- 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%

## 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, Photography, Content Production, Social Media Management, Project Management, Scrum, JIRA, Government Auditing, Digital Enablement