Kristina Ousley, MBA

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EDUCATION

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

Certificate in UX Design
University of Baltimore
2022

Master of Business Administration
Florida A&M University
2019

Bachelor of Science in Accounting
Dillard University
2016

PROFESSIONAL ORGANIZATIONS

American Institute of Graphic Arts
Board Member

Association of Computing Machinery
Member

Phi Gamma Nu Business Fraternity
Alumni Member

SKILLS & TOOLS

UX/UI Design and Development
HTML5, CSS3, JavaScript (Angular, React, D3.JS) C++, Python, Git, User Research, Prototyping, Figma, Wordpress, Webflow, Adobe Creative Suite

Game Design and Development
Unity, Unreal, Blender C#, C++, Swift, Holo-Lens

Project Management
Project Lifecycle Management, Stakeholder Engagement, Social Media and Content Creation, Cost Control, Quality Assurance, Agile, QuickBooks, SPSS, Trello, Jira, Oracle, Workday, Salesforce

Work Experience

Health Care Service Corp.— *User Experience Program Manager*
August 2022 to February 2025
• Lead a cross-functional team of 10+ designers, researchers, and technologists to deliver a multi-platform, enterprise-level user experience redesign, increasing customer satisfaction by 30%.
• Liaison with stakeholders to identify project requirements to define tangible deliverables
• Facilitate the execution of user experience research studies, including discovery, user testing, and implementation activities
• Develop and maintain the Career Readiness Website, increasing visibility and use of career resources by 20% on average

University of Baltimore — *Full Stack Developer/Research Assistant*
November 2021 to November 2022
• Designed and optimized responsive web applications using React, Node.js, and MongoDB, enhancing performance by 30%
• Created dynamic data visualizations with RESTful APIs and D3.JS, decreasing data retrieval times by 10%
• Maintained the User Interface(UI) of websites and digital assets
• Conducted literature reviews for academic publications

American Journal of Evaluation — *Creative Director*
August 2020 to August 2021
• Utilized human-centered design principles to deliver print and digital marketing materials that are effective and accessible
• Developed consistent branding identity through products. This includes video, logos, motion graphics, and corporate communications
• Tracked user engagement and implement SEO techniques to increase user impressions by 10% weekly
• Conducted and analyze user research through surveys and testing to create strategies to increase brand visibility

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
• Perform analytical testing procedures to detect deficiencies in audit evidence found during research and interviews
• 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%

University of Baltimore — *Doctoral Researcher/*
Creative Technologist
August 2020 to present
• Lead experimental research in gaming interaction design
• Deploy websites and apps and extended reality to address clients' problems in the fields of geospatial intelligence, urban planning, and e-commerce
• Perform statistical analysis to interpret experimental data and identify actionable insights to improve design strategies in XR environments