Kristina Ousley, MBA

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EDUCATION

Doctor of Science
Information and Interaction Design
University of Baltimore
Expected 2024

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

SKILLS & TOOLS

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

Game Design and Development
Unity, Unreal, C#, C++, Swift, HoloLens, VFX

Project Management
Project Lifecycle Management, Stakeholder Engagement, Cost Control, Quality Assurance, Agile, QuickBooks, SPSS, Trello, Jira, Oracle

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

Accounting and Auditing
Government Auditing, Knowledge of Federal Guidance and Laws, Accounts Payable, Accounts Receivable, Journal Entries, Bank Reconciliations, Period-End Reporting, Workday, SAGE

Work Experience

Health Care Service Corp.— *User Experience Program Manager*
August 2022 to present
- 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 research studies, including discovery, user testing, and implementation activities
- Provide support to design and development teams

University of Baltimore — *Full Stack Developer/Research Assistant*
December 2021 to November 2022
- Developed responsive, accessible, and dynamic websites using HTML5/CSS3/JavaScript and React
- Created dynamic data visualizations with REST APIs and libraries
- Maintained the User Interface(UI) of websites and digital assets
- Conducted literature reviews for academic publications

American Journal of Evaluation — *Creative Director*
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. 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 extended reality (XR) applications to address client 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