

# Kristine Perry

UX / UI DESIGNER

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## Profile

I'm a designer with over 15 years of experience working on digital projects for businesses, including agencies with high-profile clients such as Warner Bros., General Mills, and NBC. I have strong artistic and technical skills and stay current on the latest design and tech trends.

I'm a problem-solver and my work is data-driven. I enjoy collaborating across multiple disciplines and feedback is always welcome and encouraged. I'm energized by new ideas and constantly strive to create richer user experiences.

## Skills

### DESIGN

- UX Design
- UI Design
- Wireframing
- Prototyping
- Web Design
- Print Design
- Branding
- Illustration

### SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Dreamweaver
- Bohemian Sketch
- Balsamiq
- Figma
- Zeplin

### TECHNICAL

- HTML5
- CSS3
- Bootstrap
- JQuery
- Optimizely
- WordPress
- MailChimp

## Experience

### Contractor

Creative Circle  
Boston, MA /  
New York, NY /  
Norwalk, CT /  
Stamford, CT, USA /  
(Remote / onsite )  
12/2016 - Present

*Design and development assignments for USA's leading creative staffing agency. Contracts included UX and UI projects, design and development for emails and WordPress, social media graphic design, and print design.*

- Assisted rebrand of LogMeIn into GoTo.com. Rebranded landing pages, making enhancements based on click rates and AB tests. Introduced Figma to my Agile team. Audited and updated product UI images, improving the organization of the image library
- Simplified complex data, improved user experience and overall look and feel in web projects produced by compliance companies HR360 and SAI Global
- Sped up design handover to development by introducing the Zeplin app to the agency Quirk while designing web pages
- Digital design and illustration for NBC Sports, such as social media graphics and web banners for the SuperBowl and 2018 Winter Olympics
- Wrote style guides for SAI Global's e-learning course templates and provided technical support for colleagues. Designed and developed an e-training template for SAI's client, General Mills, allowing General Mills to create new courses quickly and intuitively

### **Digital Designer**

Verus360

London, UK

(Flexible Onsite)

09/2014 - 07/2016

*UX/UI design of online B2B funding product for a FinTech startup. Worked closely with UX designer and development team from concepts to wireframes, designs, and HTML / CSS implementation.*

- Received accolades from upper management for the speedy delivery of multiple UX/UI design tasks in a fast-paced Agile environment
- Simplified complex processes and data-driven charts into aesthetic infographics and interactive dashboard widget designs
- Tackled projects beyond role description, developed brand, and designed marketing materials across print and digital channels
- Facilitated user testing, created user flows, wireframes, prototypes and proactively collaborated with UX designer and team to improve the user journey

### **Front-End Developer**

PartnersHub

Santa Monica, CA, USA

(Remote)

12/2012 - 12/2013

*Quick and efficient HTML and CSS markup of social networking and blog apps for an agency with high-profile clients such as Warner Bros and NBC. Completed projects for the films The Hobbit, Pacific Rim, The Hangover II, and Man of Steel.*

- Collaborated with the graphic designer and the back-end developer to create templates that expedited delivery and reduced costs
- Designed the logo for the Warner Bros. project *Super Massive Movies*, a promotional social networking app for the films, *Pacific Rim*, *The Hangover III*, and *Man of Steel*

### **Digital Designer**

One Nevada Credit Union

Las Vegas, NV, USA

(Onsite)

08/2011 - 04/2013

*Redesigned and rebuilt the regional credit union website, drastically improving SEO. Implemented the new name rebrand across multiple digital channels.*

- Increased clickthrough rates by over 4% with new banner designs
- Introduced and implemented responsive design
- Design, web development, and web maintenance of main site and micro-sites

### **Graphics Manager**

Calvary Chapel Spring Valley

Las Vegas, NV, USA

(Onsite)

10/2008 - 10/2009

*Rebranded the non-profit organisation into a friendly contemporary identity. Design lead of all print and digital marketing materials for the non-profit and its child organisations.*

- Increased productivity by authoring improved procedures
- Widened demographic attendance through direct mail marketing campaign
- Managed over 100 open projects, 2 employees, and 1 volunteer

## Education

### **BA, Graphic Design and Art**

Azusa Pacific University

Azusa, CA, USA

08/2002 - 05/2006

### **MLitt, History of Art:**

**International Art Nouveau**

University of Glasgow

Glasgow, UK

09/2013 - 12/2014