KRISTIN WOHLUST

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Senior Product (UI/UX) Multi-disciplinary Designer and Innovation Leader

An accomplished and talented professional with a comprehensive background as a Senior Product (UI/UX) multi-disciplinary designer, product leader, and project manager. Utilizes cutting-edge implementation of UI Design, UX Design, user-centered research strategy, wireframes, maps, human factors user studies, flows, and fast-prototyping. Conducts and analyzes qualitative data and marketing branded materials using Design Thinking principles. UX (HCI) journey implementation in fast-paced Agile/SCRUM, QA Management and fully-responsive digital client-based environments. Assesses requirements, determines priorities, and analyzes a course of action concerning client projects. Assesses project and product design for future maintainability, scalability, and flexibility to work with key stakeholders and management team. Develops short and long-term growth plans concerning technical initiatives that support evolving business goals for B2B and B2C clients.

Skillset

- Senior UI/UX Designer
- Creative Art Director
- Project Management

- Product Lifecycle Management
- Research and Analytics Management
- Strategic Planning and Execution

- Requirements Analysis
- Client Relations and Presentations
- Product Ownership and Support

Soft Skills

- User empathy
- UX research

- Collaborative
- Leadership

- Analytical
- Commitment to Excellence

Software

Highly skilled and proficient in: Adobe Creative Suite Creative Cloud (CS 5+, Illustrator, Photoshop, InDesign, XD, After Effects, Dreamweaver), Animate, Captivate, Articulate Storyline, Visio, Axure, Sketch, Invision, Balsamiq, Omnigraffle, Principle, Microsoft Office suite, Zube, VSTS, GitHub, Airtable, JIRA, TestIM, and TestRail. Strong working knowledge of HTML and CSS.

PROFESSIONAL EXPERIENCE

Senior UI/UX Designer   2016 - 2019
Project Time & Cost, LLC   Atlanta, Georgia

- Managed User-Centered Design process developments and oversaw strategic design, creation, implementation and management of UX user-centered research, personas, empathy mapping, user case studies, wireframes, A/B preference testing, human factors user studies, quantifying and qualifying analytics on digital experience design projects, from concept through production.
- Executed and managed all aspects of company website re-design, user interfaces for digital content graphics, responsive web design media, and marketing materials and provided digital asset for visual design direction for digital user experience products.
- Instrumental in the marketing email strategy to gain clients in the engineering government client-based sector.
- Facilitated client meetings to present product prototypes and demos as part of the iterative design process as well as, structured and facilitated collaborative multi-stakeholder, multi-disciplinary client workshops that inspire clients and generate actionable outcomes at various points in the product development process.
- Oversaw eight developers and interdisciplinary teams in producing eight business units within the government contract to meet hard deadline and we decreased the negotiated budget by 10%.
- Responsible for turning business strategy into products and UX/UI experiences by working closely with, Stakeholders, Upper Management, Product Management and R&D departments to Epics, Features, and User Stories using Agile methodologies.
- Managed all aspects of UX Strategy and User-Centered Design process developments for six enterprise software products.
- Acted as liaison between client and internal stakeholders/developers to gather requirements and to create comprehensive documentation to support the digital products.
- Presentation and usability assessment for the Army Corps of Engineers and Department of Defense consortium concerning their continual assessment of the software products and articulated User Experience (UX) concepts and solutions and advocated for customer-centric designs
- Headed the QA department including creation of standards, test scripts, and procedures with TestRail and TestIM software.
- Prepared ongoing technical solutions to RFI solicitations to attract new business.
- Cross-Managed Project Management, Product Roadmap and Product Backlog using Agile/SCRUM methodologies.

UX-lead PureRED - contract   Stone Mountain, Georgia   2016 – 2017
- Directed and designed all aspects of UX Strategy and UCD Design Thinking process for Digital Media concerning Microsites, Email, and Web design for PureRED clients.
- Developed UX Design Thinking standards/best practices for PureRED internal employees.
- Managed meetings and worked with clients, key-Stakeholders, Managers, and Account Executives concerning UX research and Google Analytics.
- Conducted user testing, A/B testing, analytic research, developed persona's, empathy mapping, wireframes, interactive media using Axure, Omnigraffle, Balsalmiq, Sketch, Invision and Adobe Creative Suite in an adaptive and fully responsive digital design environment. Designed, conducted and analyzed qualitative and quantitative data.
- Clients: Procter & Gamble, Dollar General, Rite Aid, SP Richards Co., buybuyBABY, Lowes and Kimberly Clark.

UI/UX Senior Multi-disciplinary Designer/Project Manager – Freelance   1994 – Present
- Created and implemented design concepts to completion for multiple clients; incorporated strategic and organizational project management skills by working with one-on-one with clients and business stakeholders.
- Responsible for UI and UX design, creation, implementation and management of wireframes, UX research, persona's, empathy mapping, UCD user-centric case studies, A/B testing, graphical user interface (GUI), digital content graphics, interactive media, Experience Architectures, Aspirational Experience Strategies and marketing material for various clients in a responsive digital design environment for Desktop and mobile environments.
- Project Management for Cadmus Communications Corporation as well UI/UX design projects.
- UI Design for A.D.A.M Software (Software and Packaging), Rockhopper and Ticketfly; digital UI Design.
- Managed Shaker Consulting Group concerning virtual job tryouts for companies such as Target, Boeing, Starbucks, T Mobile, Amazon, Gap, Lowe's, Marriott, Merrill Lynch, Wells Fargo, Lifetime Fitness, and other companies in the Tier1 retail and health marketplace. Developed processes to hold strong link to our client's brand purpose and values.
- Project Management – PureRED managed Sears and Bloomingdales print and weekly digital circular advertisements and the group of designers under each client. (Agile)

Senior Product UI/UX Designer   1999 - 2016
Centurion Systems, Inc.   Atlanta, Georgia
- Responsible for design, creation, implementation and management of graphic user interfaces (UI/UX design and UCD research), wireframes, digital content graphics, flash interactive multimedia, mobile app design, animation, digital illustration, and digital marketing for a technology-based (e-learning) training company in an Agile/Scrum environment.
- Produced innovative concepts to design completion for high profile retail and B2B and B2C clientele. Clients inclusive of Macy's, Bloomingdale's, Starbuck's, Godiva, Tiffany & Co., Pier 1, Ralph Lauren, Stein Mart, Gymboree, The Children's Place, W Hotels, and numerous other companies in the Tier 1 retail marketplace.
- Managed the Web-redesign for Centurion Systems and their new branding.
- Managed all aspects of Centurion's Social Media Strategy Team to implement e-learning trends, gain clientele, and develop an active online media presence and optimization research.
- Designed and delivered over 200 B2B and B2C learning management systems to over 100,000 employees to use and increase production their work production by a valued 78%.
- Developed LMS for Macy's to help increase the B2C perks incentive revenue by 52%.

Creative Art Director   **1994 - 1999**
NOVA Information Systems, Inc. (Elavon)   Atlanta, Georgia
- Designed marketing campaigns for innovative products for the 5th largest payment processing company in the U.S.
- Responsible for managing, creating and implementing concepts, sales collateral, new product launches as well as internal and external communications.
- Managed all efforts of the Project Manager and Traffic Coordinator efforts for tracking projects, communication efforts, and product fulfillment to NOVA and various bank and B2B clientele.
- Responsible for Nova's Affinity Marketing Program, which included implementing, and negotiating outside vendor partnerships and maintaining a consistent marketing message and presentation.
- Quality Circle Award: Nova's highest quarterly honor chosen by top executives and peer employees.

EDUCATION

The Art Institute of Atlanta   *Associates Degree*

CERTIFICATIONS & TRAINING

UX Certification – General Assembly (Currently enrolled), Treehouse, Lynda.com, LinkedIn Learning

Government Clearance - CAC Clearance