Krista Soriano

Product Designer

kristasoriano.com
krista.soriano@gmail.com
240.899.8757

UX Designer, Freelance
March 2021 - present
Improving digital experiences and products through holistic UX strategy, empathic user research, ideation, and rapid prototyping and testing. Balancing user and business needs, my current projects include user-centered website redesigns, information architecture rework, and accessible online toolkits for educators and students.

Design Project Manager (PT), Institute for Integrative Nutrition
September 2020 - July 2021 / New York, NY
Managed the process, timelines, scope of work, and execution for a design team of four, including the Design Director, partnering with Product and Engineering teams in agile sprints, facilitating stakeholder comms, leading cross-functional team meetings, and resolving risks and blockers.

Digital Content Strategist, Writer, Editor, Freelance
April 2014 - March 2021
Concepted and delivered on a mix of digital content and copywriting projects in the health, lifestyle, and sustainability space.

Senior Branded Content Editor, mindbodygreen
June 2018 - April 2020 / New York, NY
Collaborated with the Creative Director and design team to create engaging reader experiences on desktop, mobile, and email. Developed eight new content formats and led the execution of over 240 digital media content campaigns for brand partners, including Target and Chrylser.

Senior Editor, HearstMade (Hearst Digital Creative Studio)
January 2015 - June 2018 / New York, NY
Implemented new ways to learn about our audience's wants and needs and obtain user insights through impact-driven research methods. Led the post-sale process of client campaigns from ideation to final edit of content on 20+ sites, including Esquire and Women's Health.

Web Editor, DuJour.com
February 2013 - June 2014 / New York, NY
Oversaw site UX and strategy for content and social. DuJour is a:

- Webby Awards Best Web Magazine Nominee 2014
- Webby Awards Best Homepage Winner 2013
- Min Best New Site Honorable Mention 2013

Assistant Editor, Associate Editor, Articles Editor, ELLE.com
August 2008 - January 2013 / New York, NY
As one of the first hires on ELLE Magazine's digital team, I worked closely with design and dev teams to bring a new vision of the magazine to life and helped manage, QA, and partner with front- and back-end developers on more than three major site redesigns.

SKILLSET

Product/UX design
Web design
Content design
UX/UI writing & copywriting
SEO and digital content strategy
Agile product development
HTML / CSS

TOOLS

Figma	Photoshop
InVision	JIRA
Webflow	Adobe XD
Illustrator	Sketch
InDesign	Drupal

EDUCATION & TRAINING

Designlab UX Academy
500-hour certifcation / November 2020 - September 2021 (expected grad date)

Designlab UX Foundations
80-hour course / October 2020

Messiah University / 2004-2008
Grantham, PA
B.A. in Journalism, minor in Communication, summa cum laude

Temple University / 2006-2007
Philadelphia, PA

London College of Fashion / 2007
London, England