

Hey! I'm Kristin B. Powers.

I'm a UX designer who focuses on the intersection of user-centered design and business goals. My 15 years experience as a graphic designer in a variety of industries has helped me develop a passion for service and process design, and made me realize the impact design can have.

PORTFOLIO

KRISTINBPOWERS.COM

SKILLS

- UX Design
- User Research
- User Interface/Web Design
- Photography
- Illustration
- Copywriting/editing
- Print Design

TOOLS

- Adobe CC Suite
- Figma and FigJam
- Miro
- Trello, Asana, GitHub
- Slack

EDUCATION

2021 | CERTIFICATE
USER EXPERIENCE DESIGN
UCSD Extension

2019 | CERTIFICATE
USER INTERFACE DESIGN
BrainStation

2009 | BFA/BA
**GRAPHIC DESIGN/
INTERNATIONAL RELATIONS**
Suffolk University

EXPERIENCE

JUNE 2021 – PRESENT

UX DESIGN INTERN

PMAT INC. | Remote/San Diego, CA

- Conduct end-to-end user research: writing and editing scripts, scheduling and proctoring stakeholder and user interviews, and synthesizing data to inform design decisions
- Partner closely with design lead to drive design and product strategy forward through design sprints and co-facilitate design thinking exercises
- Create design documentation to clearly communicate the design process and research findings
- Collaborate with developers to ensure pixel perfect execution

NOVEMBER 2020 – PRESENT

UX DESIGNER (VOLUNTEER)

ORCASOUND, LISTEN FOR WHALES | Remote

- Apply a user-centered design approach to projects that help with conservation efforts for Southern Resident Killer Whales
- Lead research efforts for Shipnoise, an underwater noise monitoring application, by identifying our target audience, writing research scripts, conducting stakeholder interviews, and synthesizing and sharing insights with the team

SEPTEMBER 2020 – PRESENT

UX DESIGNER (VOLUNTEER)

OPEN SAN DIEGO, A CODE FOR AMERICA BRIGADE | San Diego, CA

- Conduct research to understand user needs and business goals
- Develop wireframes, prototypes, and follow design pattern libraries
- Partner with data scientists, developers, and others as part of a cross-functional team

JULY 2019 – MARCH 2020

SENIOR DESIGNER

US NAVY REGION SOUTHWEST | San Diego, CA

- Conceptualized the brand and identity for the Navy's 34th Bay Bridge Run/Walk Race, including medal design and marketing materials
- Re-designed the user interface of the race's website for future use to increase online registration and improve accessibility
- Designed print and digital products for the marketing needs of the U.S. Navy Region Southwest

Experience continued on next page ▶

Hey!

I'm Kristin B. Powers.

HOBBIES

- Beach walks with my dog
- Riding my Harley-Davidson motorcycle
- Houseplants GALORE
- Snorkeling with leopard sharks
- Wildlife and landscape photography
- Exploring San Diego

EXPERIENCE CONTINUED

MAY 2018 – JUNE 2019

CREATIVE SERVICES DIRECTOR

SAN DIEGO OPERA | San Diego, CA

- Completed competitive analysis and user research for website redesign
- Researched, sketched, and wireframed a new homepage, performance page, and donation page to begin a complete overhaul of the San Diego Opera website
- Coordinated the creative services budgets with Director of Operations and collaborated on season branding with Chief Marketing Officer
- Designed mailings for season subscription renewals that helped bring in over \$1 million annually

FEB 2016 – MAY 2018

LEAD GRAPHIC DESIGNER

SAN DIEGO OPERA | San Diego, CA

- Created sub-brands and their guidelines for the 2016–17 and 2017–18 seasons
- Designed print, digital, and social media campaigns to increase ticket sales

SEPT 2014 – JAN 2016

SR. MARKETING COMMUNICATIONS SPECIALIST

MBL INTERNATIONAL | Woburn, MA

- Directed website redesign project with outside design agency
- Provided design and marketing support for product managers and salespeople
- Created FDA-compliant product collateral, such as sell sheets and brochures, for product lines (research use only and in vitro diagnostics)

OCT 2012 – AUG 2014

GRAPHIC DESIGNER

SMARTPAK | Plymouth, MA

- Interviewed users and conducted usability tests on product catalog design
- Designed print marketing materials in support of Animal Health, Merchandise, and Customer Care departments
- Assisted on photo shoots, in studio and on location, and with photo editing