

Kristina Rudolph

Industrial & Product Design Development
Scrum Master

[linkedin.com/in/kristinarudolph](https://www.linkedin.com/in/kristinarudolph)

kris@kcandy.com
1 (734) 707.3460

SUMMARY

Solution-driven professional with 20 years of client-focused work with organizations and tech and Agile startups. Five years of product owner sales and training with Apple Inc. in hardware/software technology. Experienced in developing programs, processes, and UI web designs in the worlds of product, design, and education. Helping define digital and tactile products and services. Expert at solving problems by managing workflow value, locating process improvements, and assisting development teams to be their best version.

- Agile— Kanban, Scrum, Lean Software Development, Scaled Agile Framework (SAFe), TDD, and BDD
- Design— UX, UI design, graphic design, visual design, design-thinking, ergonomics, empathy, and prototyping
- Project Management— Jira, Confluence, Slack, Google Workplace (G Suite), Trello, Miro, MURAL whiteboards
- Product Owner – Maintain sprint cycles w/ engineering teams, customer resolutions, and tracking
- Product Management— Work and communicate well with designers, strategists, developers, and customers

EXPERIENCE

Scrum Master

Sep 2020–Present

San Diego Code School, Intern (SDCS)— Escondido, CA (remote)

- Organize, onboard, and deploy a program strategy targeted to historically underrepresented people from high-school-aged to returning professionals in California’s high-tech sector, developing a state-recognized apprentice program for Scrum Master/Product Owners
- Align stakeholders and support startup founder and SDSCS 10+ person to best practices of Scrum offering mentorship and leadership to the in-house development team, which serves to clarify the goals and processes of B2C clients and startups to reduce inefficiencies
- Lead communication and continuous improvement, applying agile planning, and project management through tools such as the Scrum Guide, Google Docs, Jira, Confluence, Slack, and Miro

Product & Design Consultant

Oct 2019–Mar 2020

A2Agile Inc. — Ann Arbor, MI

- Defined vision, scope, strategy, and design standards, working with clients to develop collaborative training, workshop materials, and slide presentations, lowering cognitive load
- Observed, facilitated, and interviewed workshop participants at a “Scrum 2-Day/PSM I Agile Certification Training,” providing clients with research to define future product strategy

Product Design & Management (Website Design)

Oct 2018–Jul 2019

Rumi’s Passion Bakery, Gluten-Free Bakery — Plymouth, MI

- Responsible for the design and marketing of web/mobile site build for rumispassion.com
- Defined design, scope, research, and product development, enabling stakeholders to focus on running the business—outcomes generated a 20% increase in sales and a 40% reduction of phone inquiries

Exhibit Team (Graphic & Exhibit Design, & Project Management)

Jan 2015–Apr 2018

Ann Arbor Hands-on Museum (Children’s Science Center) — Ann Arbor, MI

- Increased visitor engagement, yearly memberships, and sales by 23%, through physical exhibit design enhancements on 250+ exhibits, and by the creation of new graphic and marketing materials, which updated the children’s science center’s brand image and encouraged donor contributions
- Established maintenance protocols using Kanban, allowing for 30% more time to create new designs
- Identified and solved ambiguous problems; troubleshooting engineered exhibits while cutting average repair times from four days to less than half a day (increase in uptime of 88%)
- Built rapport with new and existing B2B partners, vendors, and consolidated OEM part costs by 4%
- Project managed a small team of interns, working with engineers, designers, and the exhibit director, to refresh museum exhibits, increase donor contributions, and grow visitor engagement

Specialist (Sales, IT, & training)

Oct 2009–Nov 2014

Apple Inc. — Novi, MI

- Customer-facing sales, IT support, and operations in a 100+ person team helping 1,200-1,500 daily visitors understand products and learn through hands-on set-ups, workshops, and training sessions
- Transformed a blank storefront into a fully-functional stocked store in under 48 hours, working with 50+ national/international colleagues, following logistics, protocols, and planograms

Design Professor

Aug 2011–Apr 2013

Adrian College — Adrian, MI

- Coached, trained, and taught ~20 students curricula in Web (Dreamweaver, HTML), Digital Imaging (Photoshop), and Graphic Design 1 & 2 (Illustrator /InDesign) courses, incorporating design-thinking
- Heightened engagement beyond the classroom, empowering mentorship and supporting design students through mockups, sketches, group critiques, expanding student demand 20%

VOLUNTEERING/COMMUNITY

- **Consultant:** Human-centered product design and product management
- **Mentor:** *Inc.com Solopreneur*, *UX Leaders of Awesomeness* network, and LinkedIn advisor
- **Moderator:** *AIGA Detroit* panel and *ProductCamp Austin* product management conference
- **Speaker:** Meetups and panels on UX/UI design, accessibility, and inclusion
- **Writer/Educator:** Medium.com & UX Collective writer for design, business, and inclusion

RELATED SKILLS

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| • UX Research —MURAL, Qualitative research, card sorting, mind maps, personas, heuristic | • UI Design —Adobe CC, low/high fidelity, wireframes | • Web & Graphic Design —Adobe Photoshop, Illustrator, InDesign, Dreamweaver |
| | • Front-End —HTML5, CSS3, JavaScript, WordPress | |

EDUCATION

PSPO, Professional Scrum Product Owner in progress, winter 2020

PSM, Professional Scrum Master Certified (CSM equivalent), winter 2020

Agile MBA, Job Hackers Bootcamp — Agile & Business, summer 2020

MFA, Eastern Michigan University, Ypsilanti, MI — Graphic Design

BFA, The University of Michigan, Ann Arbor, MI — Industrial Design & Metalwork