

KRISTINA RUDOLPH

Designer

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SUMMARY

I deliver expert results, by solving unique product owner problems, providing inclusive and accessible designs and interactions. Maximizing design thinking, I incorporate Agile principles, create exceptional websites, visual graphics, and lean products that exceed employer/client expectation.

As a polymath, I stay current to ever-evolving trends in products, software, and processes.

COMPETENCIES

- Consult • ideate • plan • validate • implement • spearhead product initiatives • consolidate costs • Agile principles • Scrum methodologies • Kanban boards • design thinking
- Graphic • web • industrial • exhibit • product design • 3d printing • materials • processes • building • prototyping • manufacture

EXPERIENCE

Design Consultant | Oct. 2018-**Present**

A2Agile Inc. — Ann Arbor MI

- Spearhead visual design improvements for “Scrum 2-Day/PSM I Certification Training” materials
- Provide client audit, boosting awareness to inefficiencies and generating analysis recommendations
- Execute process and design improvements, implementing new infographics and icons, using Adobe CS software, yielding enhanced task flow of training and presentation materials, and brand recognition

Rumi’s Passion Bakery — Plymouth MI

- Developed design scope, user flows, POC, MPV, and final product for www.rumispassion.com responsive website and mobile app, maximizing sales by 20%
- Enhanced map navigation advanced Rumi’s to the no. 1 spot for gluten-free bakeries on Google’s SEO, creating higher demand and increasing brand visibility
- Boosted client sales and decreased phone inquiries, generating online pricing and instituting FAQ page

Exhibit Specialist I & II | **Ann Arbor Hands-on Museum — Ann Arbor MI** | Jan. 2015-April 2018

- Promoted to level II after demonstrated proficiency instituting repairs of 250+ mechanical, electrical, software based, and pneumatic exhibits, components, and custom fabricated parts
- Assigned to implement initial design proposal for million dollar grant of themed interactive exhibits, creating designs and executing initial ideation
- Managed, supervised, trained, and mentored interns, partnering collaboratively with design and manufacturing to build and maintain exhibits, and enhance product user experiences and graphic visibility
- Slashed exhibit recovery repair time 88% and decreased consumable expenses 4%, improving organizational and inventory systems, and forging new and stronger vendor relationship negotiations

Specialist | Apple Inc. — Novi MI | Oct. 2009-Nov. 2014

- Selected to collaborate with 50+ national/international teammates to produce a new blank-slate store opening and expansion, sustaining rigid logistics towards Apple's brand consistency
- Pioneered back-of-house mentorship newsletter, providing strategic alternatives to anticipate problems, defining feedback opportunities, and coaching teammates on user perspectives
- Certified technical repair specialist, consulting with sales, operations, consumer support, and training for over 1,500 daily consumers, upholding high NPS customer satisfaction ratings within 100+ person team
- Streamlined computer systems and IT devices and visuals, determining fixes or exploring workarounds to restore functionality
- Used proprietary internal IT information systems inside Apple's secure network to pull and restock orders, and complete online training to demonstrate learnt competencies with new products and services

Graphic Design Professor, Adjunct | Adrian College — Adrian MI | Aug. 2011-Apr. 2013

- Enhanced and revitalized graphics curriculum, devising: Web Design (Dreamweaver, HTML), Digital Imaging (Photoshop), Graphic Design I & II (Illustrator / InDesign) courses, resulting in accelerated popularity and managing students in expanded design class offerings
- Implemented and designed a series of web blogs for Adrian College's design department
- Awarded fellowships, presenting departmentwide design lectures, instituting new knowledge and mentorship to varied technical levels of understanding

Graphic Designer, Campus Life Dept. - Assistantship | EMU — Ypsi. MI | Jun. 2006-May 2009

- Exceeded department director's ambitions, resulting in a one-year extension of two-year assistantship, improving workflow by restructuring an organizational system for filing work orders, resulting in decrease turnaround times of 20%
- Worked with surrounding departments to insure proper copy and brand identity specs, under tight project deadlines, designing web and print advertisements, posters, brochures, books and tri-folds using Adobe CS

EDUCATION

MFA, Eastern Michigan University, Ypsilanti, MI — Graphic Design, Magna Cum Laude

- Art Masters Association (AMA) President • Anton Brenner Scholarship • Dorothy Lamming Scholarship
- Collins Medal for Excellence in Graduate Assistantship Finalist

BFA, The University of Michigan, Ann Arbor, MI — Industrial Design, Cum Laude honors

- Co-President Industrial Design Society of America (IDSA) • Team Tagge Award for Industrial Design winner
- Art Internationalist Mixed Media Finalist