

# Kristina Rudolph

## User Experience Researcher | UX & UI Product Design

EMAIL: [kris@kcandy.com](mailto:kris@kcandy.com)

WEBSITE: [www.kcandy.com](http://www.kcandy.com)

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

GITHUB: [github.com/kriskcandy](https://github.com/kriskcandy)

### SKILLS

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**PROFICIENT:** Adobe CS (Photoshop, InDesign, Illustrator), graphic design, WYSIWYG website creation, Design thinking, research, persona mapping, wireframes, industrial design, materials and processes.

**FAMILIAR:** HTML 5, CSS 3, JavaScript, Dreamweaver, Adobe XD, Sketch and InVision

### ACTIVITIES

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**Workshops & classes:** including Menlo's High-Tech Anthropology® UX training -- highlighting persona mapping and user design, Grand Circus Java coding workshop, and front-end code with HTML5 / CSS3 and Wordpress courses through Ed2Go's online programs.

**Conference volunteer/attendee:** of Agile and Beyond, Digital Summit Series (web & digital marketing), AIGA Design Decipher (design & education summit), Maker Works (maker space events), Intermitten (Detroit tech & inclusiveness day) and the 2018 HBA Builders Design Challenge.

**Community involvement:** Attendee of Michigan Automotive & Mobility UX, Ladies that UX, Detroit User Experience, Michigan UXPA, World IA Day Ignite UX Michigan, A2 Experience Design with Agile & Lean UX, Detroit Women in Tech, and Meetup events focusing on A11y accessibility and inclusiveness.

**Mentorship:** Medium.com writer on UX, UI, leadership, business, design and accessibility. Acted as a Meetaway.com (video chat) mentor for new designers. Post current posts news and design trends via LinkedIn and Twitter about UX, UI, IA, mentorship, leadership and accessibility with technology.

### RELEVANT PROFESSIONAL EXPERIENCE

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#### **UX Design Researcher & Visual UX/UI Designer, Rumi's Passion Bakery**

**Plymouth, MI — Nov. 2018–Present (contract)**

***Rumi's Passion is a family-run, gluten-free bakery specializing in cakes, breads and baked goods.***

- Compiled UX research of the gluten-free market and competitive analysis of the existing site.
- Created personas and definition of the scope and hosting options available within a small budget.
- Met with product owners and observed users to create IA of user needs, user flow and sitemaps.
- Created UI product design branding style guide to complement existing logo, color and fonts.
- Acted as the content strategist to provide co-edited copy and Photoshop image manipulation.

#### **Graphic Designer & Exhibit Technician, Ann Arbor Hands on Museum**

**Ann Arbor, MI — Jan. 2015–April 2018**

***The Ann Arbor Hands on Museum is a 501(c)(3) organization with more than 250 interactive exhibits.***

- Conceptualized, developed and constructed scientific exhibits and user graphic labels and media.
- Mentored two interns and managed the department Trello board to organize the preventive maintenance and enhancement needs for more than 250 science-based exhibits.
- Designed an organizational system that mitigated the risk of a dangerous shop environment; also

resulting in a decrease of exhibit repair time from four days to 15 minutes. Happy to share how!

- Developed a searchable vendor resource; resulting in increased efficiency and rapport with new and existing vendors of mechanical, electrical, and pneumatic components and fabricated parts.

**Specialist, Apple Inc.**

**Novi, MI — Oct. 2009–Nov. 2014**

***Apple delivers amazing experiences through the sales and UI of mobile and computer platforms.***

- Designed and maintained the UI of an in-house blog and newsletter to enable co-workers to share creative pursuits and events.
- Assisted with sales operations to support a daily average of 1,200-1,500 visitors via consumer in-store group workshops and one-on-one trainings.
- Contributed to new store opening ensuring brand consistency; planned and managed logistics, visuals, display layout, cord management and product placements.

**Adjunct Graphic Design Professor, Adrian College**

**Adrian, MI — Aug. 2011–April 2013**

***Adrian College is a private liberal arts college that offers bachelor's degrees in 40 academic majors.***

- Developed a series of web blogs with navigable UI as a new form of communication empowering students to engage with weekly materials and design vernacular in and beyond the classroom.
- Solely revitalized the graphic design curriculum for design thinking through the development of unique programming. Courses developed and taught include:
  - Web Design (Dreamweaver, HTML)
  - Graphic Design I (Illustrator / InDesign)
  - Digital Imaging (Photoshop)
  - Graphic Design II (Illustrator/InDesign)

**Graphic Designer, Campus Life Department, Eastern Michigan University**

**Ypsilanti, MI — June 2006–May 2009**

***The Campus Life Department offers student-centered learning, development and involvement activities for students, staff and members of the broader campus community.***

- Under tight project deadlines, utilized Adobe CS Suite to create print and web projects including posters, flyers, brochures, books, calendars and tri-folds.
- Improved workflow by creating an organizational system for filing work orders resulting in a 30% decrease in turnaround times.
- Gathered or took photographs for print events and web advertising.
- Worked with surrounding departments to insure proper copy and communicate brand identity.
- Executed design jobs and coordinated yearly training for new designers.

**EDUCATION**

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

**BFA, The University of Michigan, Ann Arbor, MI — Industrial Design (Cum Laude)**

**ORGANIZATIONS**

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- The University of Michigan Alumni Association lifetime member
- National Professional Association for Design (AIGA) affiliate
- Senior year co-president for the University of Michigan Industrial Design Society of America (IDSA)