

# Kristina Rudolph

UX Researcher | UX & UI Product Design

Portfolio: [www.uxKris.com](http://www.uxKris.com)  
[www.linkedin.com/in/kcandy](https://www.linkedin.com/in/kcandy)

## SUMMARY

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I uncover product design opportunities through former backgrounds in automotive, mobile and computer technology, construction, retail, and education. This diversity allows for enhanced discovery and alignment using design thinking and empathy in my research towards proper HCI, UI and visual design.

## TECHNICAL SKILLS

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**PROFICIENT:** Adobe CS (Photoshop, InDesign, Illustrator), graphic design, design thinking, research, HTML5, collaboration, WYSIWYG website creation, industrial design, and materials and processes

**FAMILIAR:** CSS3, WordPress, personas, card sorting, competitive analysis, concept models, wireframes, Agile development methodology, affinity diagrams, high/low fidelity prototypes, surveys, and task and user flows

## PROFESSIONAL EXPERIENCE

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### UX Researcher & Visual UX/UI Designer (freelance)

Oct. 2018-Present

Rumi's Passion Bakery — Plymouth MI

- Responsible for the content strategy, workflow, copy, Photoshop image manipulation, and hosting set-up of [www.rumispassion.com](http://www.rumispassion.com), which allowed product owners to focus on their business' needs
- Communicated with product owners to identify initial UX research needs through accurate project scope, style guide, and competitive user flow analysis of other gluten-free sites and markets
- Worked with product owners to conduct customer interviews which reflected accurate user personas
- Designed a simple, clean, and easy-to-navigate user interface, with WordPress, which addressed common FAQs and resulted in a 20% boost in sales and a significant reduction of in-store phone calls
- Created a new pricing menu, FAQ page, and directions page, all of which increased brand awareness and store sales leading to a projected ROI in less than six months

### Exhibit Technician I/II & Graphic Design

Jan. 2015-May 2018

Ann Arbor Hands-on Museum — Ann Arbor MI

- Collaborated with the exhibit director to develop style guidelines, user instructions, and new graphics to restore the look and feel of older exhibits, which resulted in increased visitor engagement time
- Worked with the design product team and external vendors to manufacture part drawings, produce printed graphics, and launch exhibits that were designed, built, installed, and engaged with by visitors
- Mentored a museum studies and graphic design intern, giving them opportunities to organize parts and tools, using 5s methodology, and assist with fixing exhibits and creating redesigned exhibit labels
- Communicated with the director and design team, using Trello.com, to create planning boards using Scrum techniques, which provided process accountability and alleviated exhibit maintenance oversight
- Decreased lead times of consumable repairs on over 250 science-based exhibits by 97% after the design of a new logistics system that more-efficiently stored, organized, and located materials and parts, ultimately resulting in reduced inactivity for broken exhibits and a safer shop environment
- Developed a resource document to enhance rapport with new and existing manufacturers and vendors of mechanical, electrical, and pneumatic components, and fabricated parts

## Specialist

Oct. 2009-Nov. 2014

Apple Inc. — Novi MI

- Designed and maintained the UX for a back-of-house blog and private newsletter, which enabled co-workers to connect and remain informed of other's creative pursuits, store products, and events
- Assisted in sales and operations to support high NPS ratings within a 100+ person team working with up to 1,500 daily visitors, and helped consumers learn through group workshops and private training
- Contributed to the opening of a new blank-slate store, working with 50+ national and international teammates within a 24-hour period while sustaining rigid logistics towards Apple's brand consistency

## Adjunct Graphic Design Professor

Aug. 2011-April 2013

Adrian College — Adrian MI

- Developed a series of web blogs with navigable UI to create a new interactive form of communication and engagement amongst design students empowering them to participate with weekly material in and beyond the classroom setting
- Revitalized the graphic design curriculum through the development of unique programming that promoted the design-thinking process in [Web Design](#) (Dreamweaver, HTML), [Digital Imaging](#) (Photoshop), Graphic Design I (Illustrator /InDesign), and Graphic Design II (Illustrator/InDesign)

## Graphic Designer

June 2006-May 2009

Eastern Michigan University (Campus Life Department) — Ypsilanti MI

- Created print and web projects under tight deadlines using Adobe CS Suite to produce; posters, flyers, brochures, books, and tri-folds, for new-student orientation, MLK Day, and various programs
- Improved workflow by creating an organizational system for filing work orders resulting in a 30% decrease in turnaround times for Last Lecture series, and other program on-campus events
- Acquired print/web photos to advertise and promote diversity, inclusivity, and underrepresentation
- Worked with surrounding departments and team to ensure accurate copy and brand identity  
Executed design jobs and coordinated yearly training to onboard new designers into their roles

## CERTIFICATIONS & COMMUNITY INVOLVEMENT

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Certified completion of 24 PDUs for [Menlo's High-Tech Anthropology](#)® UX 3-day training course

Completion of the [Grand Circus weekend Java coding workshop](#) and front-end pre-work training

Certified completion of Beginning and Intermediate HTML5 and CSS3 courses through [Ed2Go online](#)

[Agile and Beyond](#), [Digital Summit Series](#), [AIGA Design Decipher](#), [Maker Works](#), [Intermitten](#), and the HBA [Builders Design Challenge](#) conference volunteer, [Medium.com](#) writer, design mentor on [Meetaway.com](#) (video chat), active community involvement posting on [LinkedIn](#) and [Twitter](#), and attending [Ladies that UX](#), [Michigan UXPA](#), [Detroit Women in Tech](#) and Meetups associated with A11y accessibility/inclusiveness

## 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)