

## SUMMARY

I'm a UX professional with 16 years of experience researching, defining, and designing user-centered digital products for a wide variety of users and businesses. I've designed web, responsive, and mobile apps and sites for industries including healthcare, education, space, architecture and engineering, manufacturing, utilities, and e-commerce. I have proven experience in UX and product strategy, product design, UX/UI design, user research, product management, and UX project management. I enjoy working in-house or as a consultant and thrive when I get to work collaboratively with stakeholders and teams to leverage UX research and design to grow the business.

## EXPERIENCE

### UX & Product Research, Strategy, and Design Consultant

#### FIELDSTONE ARCHITECTURE & ENGINEERING 2022-2023

Worked with executive and engineering stakeholders to develop a UX and product strategy and design a new responsive web app that optimizes workflows and communication between Fieldstone and their clients. Developed a research strategy and scripts and helped their team execute research and synthesize findings. Delivered project approach and schedule, product roadmap, personas, information architecture, user and business process flows, full fidelity designs, style guide & components library, and business and functional requirements.

#### DATASKRIVE 2022

Developed a UX strategy for DataSkrive to evolve their machine learning platform and web app to better serve their users and business. Planned and executed stakeholder and user research to drive cross functional alignment and to define and document project goals and scope, business and product goals, UX opportunities, personas, detailed workflows, and product roadmap and priorities. Evolved the information architecture and taxonomy and created detailed designs for core features to demonstrate the new UX strategy.

#### MEDINFORMATIX 2020-2022

Worked with the client and agile dev team to create a greenfield insurance data management web app. Responsible for user research, UX strategy, personas, facilitating business decisions and requirements, driving consensus, and delivering full fidelity designs, specs, and components to the dev team.

#### LITERACY DESIGN COLLABORATIVE 2017

Using research, design best practices, and product-thinking, I helped LDC transition their product from a free, online lesson library to a subscription-based and revenue generating education platform. I was responsible for defining, designing, and prototyping all new functionality and following all through development.

#### EVLUMA 2015

Created a modern iOS app for tablets and smartphones that enabled Evluma's customers to wirelessly manage and service their Bluetooth enabled LED streetlamps. Delivered multiple concepts, information architecture, final UX/UI design, visual styles, assets, and specs, and handed off all to developer.

#### STARBUCKS 2015

Lead UX/UI designer for the MVP launch of Starbucks Green Apron Delivery, a responsive app that allowed people at the Empire State Building to order Starbucks and have it delivered to their desks. Created UX/UI designs, visual styles and components, Axure prototypes, and delivered all to the client and agile dev team.

## SKILLS

### DESIGN

Wireframes  
Full fidelity designs  
Interactive prototypes  
Style Guides  
Components libraries  
Information architecture  
Sitemaps  
Complex user flows  
Use cases  
Design specifications  
Principles & best practices

### RESEARCH & UX STRATEGY

User research & testing  
Heuristic evaluations  
UX audit  
Usage analytics  
Content audit  
Personas  
Journey maps  
UX roadmaps

### PRODUCT MANAGEMENT

Product goals & vision  
Product roadmaps  
Epic / feature definition  
Feature prioritization  
User stories & requirements  
Competitive analysis  
Analytics  
Stakeholder alignment  
Driving team consensus

### TOOLS

Figma, Sketch, AdobeXD,  
InVision, Axure, Adobe CC,  
Jira, Confluence, LucidChart,  
Pen/Paper

## EXPERIENCE, CONTINUED

### Senior UX Designer at [BLUE ORIGIN](#) Jun 2019 – Dec 2019

Designed core functionality for an enterprise manufacturing and logistics app that helped build a road to space.

### Senior UX Designer at [BLINK UX](#) Nov 2017 – Jun 2019

Responsible for user research and test, design scoping and strategy, user journeys and personas, complex workflows, information architecture, prototyping, UI design, design specs, and delivery to development teams. Participated in all aspects of client engagement for clients including BrambleBerry.com, USAA, Microsoft, and HP.

### UX Lead at [SMITH](#) Sep 2014 – Apr 2015

- Led a small agile design team through the discovery, research, and design phases of an enterprise workflow management project for Safeco underwriters and customer service representatives.
- Completed project discovery and developed a UX strategy, research approach, and design roadmap.
- Delivered research summary, findings, and recommendations.
- Created and documented the agile process and deliverables that would work best with the various dispersed teams.
- Oversaw team activities and deliverables, managed and prioritized team tasks, and insured client expectations were met.

### Senior UX Architect at [GARRIGAN LYMAN GROUP](#) Jul 2012 – Dec 2013

- Worked on agency projects for T-Mobile, Thompson's WaterSeal, Microsoft, eFax, and GLG.
- Responsible for user interviews, user flows, use cases, brainstorming sessions, wireframes and prototypes, content audits, information architecture, competitive analysis, data analysis, and bringing strategic UX thinking to clients.
- Played key role in defining the agency's agile process and deliverables for enterprise projects.

### Mobile UX Architect and Business Analyst at [ALLRECIPES.COM](#) Jan 2011 – Sep 2011

- Worked as a hybrid BA and UX on a small mobile team within AllRecipes.
- Created business objectives, competitive analysis, use cases, product specs, requirements, wireframes, and flows for apps on both Android and IOS platforms.
- Filled in as product manager as needed.

### More on LinkedIn

I was a mechanical engineer in the auto and aerospace industries for 10 years before getting into UX. See LinkedIn for more details: [linkedin.com/in/kristysharpkey](https://linkedin.com/in/kristysharpkey)

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## Education

My recent learning interests include meteorology and severe weather forecasting, GIS, and photography.

### B.S. MECHANICAL ENGINEERING

Michigan Tech University, Feb 1998

### UNIVERSITY COURSES

HCDE 518 - User-Centered Design  
IMT 589 - Information Architecture  
ART 110 - Intro to 2D Design  
ART 111 - Color Theory  
METR 101 - Introduction to the Weather  
METR 201 - Global Warming

### CONTINUING ED COURSES

Design Strategy and Design Research  
Digital Photography  
Intro to GIS