

## SUMMARY

For the past 19 years I've designed native mobile and responsive web products across outdoor recreation and mapping, healthcare, e-commerce, education, aerospace, and architecture. My expertise spans product design, UX strategy, and user research while staying grounded in business outcomes and technical feasibility. I'm a natural systems thinker with a knack for breaking down complex, data-rich systems into thoughtful, usable experiences. With an experimental mindset, I'm continually exploring AI tools that help me work faster and deliver quality work. I'm looking for a senior role where I can do meaningful work with a great team.

## EXPERIENCE

### Senior Product Designer, Fishing Verticals at [ONXMAPS](#) | 2024 – Present

As the sole designer across two vertical teams at onX, I spent my first year leading design and research for TroutRoutes before transitioning to onX Fish. Across both verticals I conducted user research and created scalable product experiences for iOS, Android, and web. On Fish, I partner with product and engineering to define problems, scope feasible solutions, and evaluate feature success using engagement data and user feedback. I also collaborate with and influence our geospatial and cartography team and contribute to onX's broader design team and design system.

By building a centralized AI-driven research hub, I made UX research insights accessible and reusable across every initiative on the team.

### Senior Product Design & Research Consultant at [FREELANCE](#) | 2020 – 2023

Led end-to-end UX design and research for fixed-scope client projects ranging from 4-17 months, spanning research, UX strategy, IA, visual design, prototyping, and design system work. Client projects include:

- **MedInformatix for AIM** (17 months) Developed a UX strategy, design, and components for a new health insurance data SaaS app.
- **Fieldstone Architecture** (11 months) Designed a responsive client portal and mobile app to streamline workflows and client communication.
- **HP Print for Blink UX** (4 months) Created a UX strategy for HP Print that reduced touchpoints, solved pain points, and increased engagement.
- **DataSkrive for Bradson** (6 months) Developed a research-driven UX strategy to improve the usability of their content-as-a-service machine learning platform.

### Product Strategy & UX Designer at [PLANTBID](#) | 2023

Defined the UX and product strategy for a SaaS platform that streamlines plant procurement and provisioning for nurseries and landscapers. Led discovery to define business goals, value proposition, roadmap, personas, and foundational workflows and IA.

### Senior UX Designer at [BLUE ORIGIN](#) | 2019

Designed core functionality for an enterprise manufacturing and logistics app.

## 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

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

### PRODUCT

Goals & vision  
Roadmaps  
Feature definition  
Feature prioritization  
User stories  
Competitive analysis  
Analytics  
Stakeholder alignment  
Driving team consensus

### AI

Figma Make  
Claude  
ChatGPT  
NotebookLM  
Gemini

### TOOLS

Figma Suite  
Adobe Creative Cloud  
Jira / Atlassian

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

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

## Senior Product Design & Research Consultant at [FREELANCE](#) | 2014 – 2017

Led end-to-end UX design and usability testing for fixed-scope client projects ranging from 4-18 months, delivering user flows, prototypes, visual design, and full handoff specs in Adobe CC and Axure. Client projects include:

- [Starbucks for AIM](#) (4 months) MVP launch of a responsive food and beverage ordering and delivery app.
- [Literacy Design Collaborative](#) (18 months) SaaS education and online lesson platform for teachers.
- [Evluma](#) (4 months) iOS smartphone and tablet app for utility workers to remotely control LED streetlamps.
- [Safeco for Smith](#) (7 months) Workflow management tool for customer service reps and underwriters.
- [Microsoft for Blink UX](#) (3 months) Responsive and native mobile onboarding experience for OneDrive.

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

- Led UX efforts for T-Mobile, Thompson's WaterSeal, Microsoft, and eFax clients.
- Played a key role in defining the agency's agile process for enterprise projects.

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

Worked as a hybrid BA and UX architect on a small mobile team. Defined business objectives, competitive analysis, use cases, product specs, wireframes, and flows for apps on both Android and iOS platforms.

See more on LinkedIn: [linkedin.com/in/kristysharpkey](https://www.linkedin.com/in/kristysharpkey)

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## Education

### MICHIGAN TECH UNIVERSITY

B.S. Mechanical Engineering, February 1998

### BELLEVUE COLLEGE

METR 101 - Introduction to the Weather

METR 201 - Global Warming

ART 110 - Introduction to 2D Design

ART 111 - Color Theory

### UNIVERSITY OF WASHINGTON

HCDE 518 - User-Centered Design

IMT 589 - Information Architecture

### CONTINUING ED COURSES

Design Strategy and Design Research

Typography

UX Foundations