

I'm a user experience designer with over a decade of experience creating thoughtful digital solutions for a wide variety of users and clients. I've had the privilege of working on many delightful, impactful, and challenging projects including complex web applications, responsive sites, mobile apps, and SaaS applications. I've been successful in agency and in-house settings and bring a diverse skill set that includes user research, design strategy, UX/UI design, and product management. I thrive in settings where I'm expected to understand all aspects of a project so I can design solutions that are highly usable, technically feasible, and financially successful.

Skills

Design

Wireframes
Prototypes (InVision/Axure)
UI design comps
Complex user flows
Information architecture
Sitemaps
Use cases
Style guides
UX/design specs & redlines
Design assets

Research

Stakeholder interviews
User interviews
Usability testing
Heuristic evaluations
Analytics
Competitive audit & analyses
Content audit
Personas
Journey maps
UX strategy & roadmap

Business

User stories
Requirements development
Analytics
Product roadmap

Processes

User-centered design
Agile/Scrum/Kanban
Waterfall
Various ad-hoc methods

Tools

Sketch, InVision, Axure, Adobe CC, OmniGraffle. I learn tools quickly and believe in using the best tool for the job and team.

Experience

FREELANCE UX DESIGN, RESEARCH & STRATEGY | 2011 – Present

I've had a variety of freelance clients since 2011 and love helping them succeed through high-value user-centered design, research, and strategy.

- **March for Science** | 2017
6 months after the inaugural March for Science, I volunteered to help the team transform their outdated and march-focused website into one of advocacy and outreach, education, transparency, and fund-raising. I worked with the founders to reorganize the site to relay the new mission of M4S, created mock-ups in Sketch, iterated design based on team feedback, and developed/launched the site in WIX.
- **Literacy Design Collaborative** | 2016 – 2017
LDC.org is a non-profit that provides an online lesson builder and learning platform for educators. I was the sole designer and researcher at LDC and helped bring product and user-centered design thinking to the product lifecycle and design process. I was responsible for all research, design, and delivery to development.
- **Evluma** | 2015
Evluma hired me to create a modern iOS app (tablet/mobile) that enables their customers to wirelessly manage and service Evluma LED street lamps. I delivered concepts, information architecture, UX/UI design, visual design, assets and specs, and hand-off all to development. I also provided cost/time estimates and PM.
- **Starbucks for AIM Consulting** | 2015
Lead UX/UI Designer on the MVP launch of Starbucks Green Apron Delivery, a responsive app that lets folks get coffee delivered to their desk. I delivered sitemaps, user flows, wireframes, Axure prototypes, visual design comps, redlines, design assets, style guide, UX specs, design process and schedule, and a heuristic evaluation. I worked side-by-side with the client and the agile development team.
- **Fluke Networks for Artefact** | 2014
Designed and tested a complex, responsive, SaaS solution for Artefact's client, Fluke Networks. LinkWare Live is a cloud-based software that communicates with the Versiv family of cable certification tools.

SENIOR UX DESIGNER, **Blue Origin** | Jun 2019 – Dec 2019

Designed experiences that helped build a road to space.

SENIOR UX DESIGNER, **Blink UX** | Nov 2017 – Jun 2019

Responsible for user research and test, analytics, 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, and Microsoft.

EXPERIENCE, CONTINUED

UX LEAD, [Smith](#) | Sep 2014 – Apr 2015

- Led a small agile agency 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 based on interviews and observations of 10 users.
- 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, [Garrigan Lyman Group](#) | Jul 2012 – Dec 2013

- Worked on high profile 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 process and deliverables for enterprise projects.

MOBILE UX ARCHITECT & BUSINESS ANALYST, [Allrecipes.com \(Reader's Digest\)](#) | Jan 2011 – Sep 2011

- Worked as a hybrid BA & UX on a small mobile team within AllRecipes (Reader's Digest).
- Completed all analysis required for mobile app implementation on both Android and iOS platforms.
- Created business objectives, competitive analysis, use cases, product specs, requirements, wireframes, and flows.
- Worked with vendor to create usability study and convert findings to actionable improvements.
- Filled in as product manager as needed.

MORE FROM MY PAST-LIFE ON LINKEDIN (<http://www.linkedin.com/in/kristylarocksharpkey>)

- Information Architect, [AT&T](#) | Aug 2009 – Jan 2011
- Sr. Business/Product Analyst, [AT&T](#) | Sep 2007 – Aug 2009
- Business & Functional Analyst, [Boeing Flight Ops Support and Training](#) | Jul 2006 – Sep 2007
- Manufacturing Process Analyst, [Boeing 787 Mfg. Process Definition](#) | Dec 2004 – Jul 2006
- Fly-by-Wire Systems Engineer III, [Honeywell Aerospace](#) | May 2001 – Dec 2004
- Manufacturing Applications and Simulations Engineer, [DCT Incorporated](#) | Feb 1998 – May 2001

EDUCATION

I take classes often and believe in life-long learning. My latest interests are meteorology, climate change, and photography.

B.S. MECHANICAL ENGINEERING

Michigan Tech University, Feb 1998

CREDIT COURSES

University of Washington

HCDE 518 - User-Centered Design

IMT 589 - Information Architecture

Bellevue College

METR 101 - Introduction to the Weather

METR 201 - Global Warming

ART 110 - Intro to 2D Design

ART 111 - Color Theory

DESIGN WORKSHOPS

Adaptive Path UX Intensive

Design Strategy and Design Research

CONTINUING ED COURSES

School of Visual Concepts

Drawing, Intro to Graphic Design, Typography,

Axure, Illustrator

Bellevue College

Digital Photography I