

Kristen McCloud

Product Designer

CONTACT INFO:

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Los Angeles, CA

SKILLS & TOOLS

SKILLS

- UX/UI Design
- UX Research
- Interaction Design
- Visual Design
- Wireframing
- Prototyping
- Information Architecture
- User Journeys & Flows
- Design Thinking
- Responsive Design
- Basic Javascript, HTML & CSS
- SEO

TOOLS

- Figma
- Sketch
- Invision
- Abstract
- Miro
- JIRA
- Basic Photoshop
- Principle
- After Effects

EXPERIENCE

VIASAT

Product Design Lead (Los Angeles, CA) | Dec 2021-Present

- Introduced a new method of roadmapping and project planning resulting in a more organized design process and better adherence to timelines
- Prototyped and conducted usability tests to validate potential design solutions--resulting in better usability and decreased calls to Care
- Contributed components for global use across Viasat's design system, BEAM

Product Designer | May 2019-Dec 2021

- Identified user flows to address key customer pain points as principle Product Designer for Viasat's agent care tools and consumer self-service tools (responsive web & mobile app)
- Created and presented wireframes and hi-fi prototypes to stakeholders to document progress and communicate design direction
- Improved UX by simplifying complex flows and introducing UI components better adhering to usability heuristics

BL3NDLABS

UX Designer - Contract (San Diego, CA) | Jan 2019-Mar 2019

- Strategized user flows and journeys based on information gathered from user research to ensure a seamless user experience
- Created both lo- and hi-fi wireframes to guide visual design and communicate project direction to stakeholders
- Translated wireframes into clickable prototypes with both development and stakeholder goals in mind for smooth cross-team integration

LEARN ACADEMY

Web Development Student (San Diego, CA) | Oct 2018-Jan 2019

- 480 hours of direct coding experience
- Designed and built responsive, full-stack web applications using Javascript, HTML, CSS, Ruby, React, and Ruby on Rails
- Engaged in collaborative project management through pair programming and mob programming

MISSBISH

Senior Editor(Hong Kong-Remote) | Aug 2016-Sep 2018

- Maintained custom Wordpress theme and formatted articles using basic HTML and CSS
- Increased news, op-ed, and sponsored content production by 200%, directly correlating to an increase in overall web traffic
- Oversaw editorial production for brand partnerships with high-profile clients including Nike, Vans, and Clinique

EDUCATION

PROFESSIONAL DIPLOMA IN UX DESIGN

UX Design Institute | 2020

BA IN COMMUNICATION

University of California, Santa Barbara | 2012-2016