

Kristen McCloud

Senior UX / Product Designer

CONTACT INFO:

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Los Angeles, CA

SKILLS & TOOLS

SKILLS

- UX Design (Interaction Design, Visual Design, Systems Design) & Research
- Responsive Design & Prototyping
- Information Architecture
- User Journeys & Flows
- Enterprise B2B Design
- B2C Design
- Cross-platform Design
- Accessibility
- HTML/CSS/JS (front-end awareness)
- SEO

TOOLS

- Figma: Make, Variables, Dev Mode, Responsive Prototyping, Design System management
- AI tools: Copilot, NotebookLM, Claude, ChatGPT
- JIRA
- Basic Photoshop
- Basic After Effects

EXPERIENCE

BLINK UX

Senior UX Designer | Jun 2022-Present

- Led and contributed end-to-end UX design across complex B2B and B2C projects for enterprise clients including Microsoft, Amazon, Qualcomm, and Coinbase – including strategy, interaction design, prototyping, and stakeholder alignment from discovery through delivery.
- Drove design strategy and facilitated workshops with cross-functional teams and client leadership, translating ambiguous business problems into clear user experience frameworks and actionable roadmaps. Worked with research on both usability and concept testing.
- Designed and shipped multi-platform experiences across mobile, web, and emerging contexts, applying interaction design principles, visual systems, and accessibility standards to deliver polished, production-ready work. Created and contributed to client design systems.
- Integrated AI tools (including Figma Make, Claude, and Copilot) into design and prototyping workflows to accelerate ideation, increase fidelity speed, and streamline validation.

VIASAT

Product Design Lead | May 2019-Jun 2022

- Prototyped and conducted usability tests to validate potential design solutions-- resulting in better usability and decreased calls to Care
- Identified user flows to address key customer pain points as lead 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, while contributing components for global use across Viasat's design system, BEAM
- Introduced a new method of roadmapping and project planning resulting in a more organized design process and better adherence to timelines

BL3NDLABS

UX Designer - Contract | 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-fi wireframes and detailed design mocks to guide visual design and communicate project direction to stakeholders and developers

LEARN ACADEMY

Web Development Student | Oct 2018-Jan 2019

- 480 hours of direct coding experience designing and building responsive, full-stack web applications. Focusing on Javascript, HTML, CSS, and React.

EDUCATION

PROFESSIONAL DIPLOMA IN UX DESIGN

UX Design Institute | 2020

BA IN COMMUNICATION

University of California, Santa Barbara | 2012-2016