

Kristina Lins

UX/UI Designer creating intuitive and memorable digital products.

WEBSITE

kristinalins-portfolio.com

EMAIL

kristina[dot]lins[at]gmail[dot]com

PROFESSIONAL SKILLS

UX / UI DESIGN



SKETCH



CSS / HTML



USER TESTING



ADOBE CC



AGILE / SCRUM



PRODUCT STRATEGY



INVISION



PRESENTATIONS



EXPERIENCE

Product Designer

Pivotal Cloud Foundry | Denver, CO

Aug 2018 - Present

- Conduct research with customers and synthesize findings to help define product strategy and align user needs with business priorities, development requirements and decision makers across product teams.
- Build empathy with users in order to simplify and visualize complex use cases of Pivotal's cloud-native platform data into an intuitive metrics dashboard.

Senior Experience Designer

Sling TV | Denver, CO

Oct 2016 - Aug 2018

- Established the design team's practice of contextual research and user testing in an Agile environment and orchestrated global style guide project.
- Mentored new designers to work within complex business and IT processes and encouraged UX best practices across the company by educating stakeholders on the value of prioritizing user-centered solutions and practicing iterative design.

Owner, UX/UI Designer & Developer

Peak Edge Media | CO

Jan. 2011 - Oct. 2016

- Delivered web products for clients including: defining project scope and objectives, performing competitor analysis, assessing user needs, wire-framing, building IA, designing UI and testing interactive prototypes.
- Collaborated with stakeholders to implement digital marketing strategies & operating processes to reach important business objectives and adjust based on data analysis & user testing.

Resource Specialist

Gateway to College at Pueblo Community College | CO

March 2015 - Oct. 2016

- Evaluated student needs & objectives to create an engaging learning environment for at-risk population in an award-winning dual-credit program. Taught life and job skills using digital resources.

Web Designer

Home Town Real Estate, CO

April 2011 - Jan. 2014

- Designed and maintained website and integrated all customer touch points based on client input. Made searching for listings and finding an agent more efficient for users.

EDUCATION

Career Foundry UX/UI Design Course 2016

The Institute for Compassionate Leadership 2014

CodeHub Full-Stack Development Course 2014

The George Washington University, B.A. 2009

COMMUNITY WORK

Girl Develop It, UX Teaching Assistant 2018

Junior League of Denver, Member 2018