Kristen Falk Resume

Senior Product Designer | UX/UI Strategist | AI-Forward Creative

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Summary

Product designer with **5+ years of experience** turning complex workflows into **clean, brand-aligned interfaces**. I partner closely across teams—from strategy to QA—to ensure the work is both **visually tight** and **execution-ready**. I bring an **AI-driven mindset** to speed up delivery, generate ideas, and build **repeatable systems** that help teams design faster and smarter.

Experience

Senior Interaction Designer | CapTech Consulting

Jan 2024 — Aug 2025

Led UX/UI design across B2B and B2C platforms for clients in logistics, e-commerce, and food distribution as an embedded designer within cross-functional teams. Contributed to internal business development initiatives focused on AI-driven design workflows and scalable solutions.

- **Simplified food costing workflows** for a Fortune 500 food distributor's native mobile and desktop platforms, using user research to drive intuitive recipe-building tools and propose AI-powered cost automation concepts.

- **Redesigned a transportation logistics portal** to streamline workflows and reduce reliance on legacy tools, introducing scalable navigation and key agent functionality.

- **Modernized a legacy invoicing tool** for a national equipment rental company, creating a responsive experience aligned with the Salesforce Lightning Design System.

- **Delivered WCAG 2.1-compliant components and reusable patterns** to improve accessibility and consistency across an equipment rentals e-commerce site.

- **Led the UX design of an Okta passwordless login flow,** producing annotated Figma files and adapting an out-of-the-box solution in response to urgent security concerns.

- **Created an AI-powered assessment framework for mobile experiences**, reducing CapTech's pitch prep time from 3–4 weeks to under 2 through automated heuristics and visual analysis.

- **Won first place in CapTech's brand storytelling challenge for *The Venue***, a boutique hotel concept featured in company-wide marketing and sales campaigns.

Product Designer | CareRev

Jan 2022 — Jun 2023

Embedded lead designer on the revenue and retention team, owning core flows of a B2C web and mobile app that connects nurses with hospital shifts.

- **Collaborated with a product manager and development team** in Agile delivery, supporting delivery from backlog through QA.

- **Led research and design** for a brand-new home screen, facilitating workshops across two product teams; resulted in 2,000+ annual hours saved through improved credential tracking.

- **Increased shift claims by 5%** through the introduction of a shift recommender.

- **Reduced cancellations by 14%** through strategic, well-timed warning messages.

- **Mentored a junior designer** over two quarters with weekly 1:1s.

- **Introduced and facilitated a weekly design critique** for a 10-person design team.

- **Owned the end-to-end design process**, including user research, workshop facilitation, mockups, prototyping, accessibility improvements, and design system maintenance.

UX/UI Designer | New American Funding

Nov 2020 — Dec 2021

Collaborated closely with cross-functional teams to design web tools for loan officers and real estate agents, focusing on usability, task efficiency, and platform consistency.

- **Designed solutions across three products**—two distinct B2C web platforms for real estate agents and a greenfield B2B SaaS tool for loan officers.

- **Collaborated in Agile and Lean UX environments** with researchers, product owners, engineers, and designers to align solutions with user needs and product vision.

- **Delivered proof-of-concepts** for new B2C tools, including a mobile mortgage application tool and a real estate agent client management dashboard.

- **Contributed to the full design lifecycle**, including user research, workshops, wireframes, prototypes, high-fidelity mockups, and design systems.

Education

B.S. in Interior Design | Virginia Tech

Aug 2015 — May 2019

President of the interior design student association (2018 to 2019). Recipient of the Outstanding Interior Design Senior Award and the Interior Design Award for Outstanding Student Contributions. GPA: 3.77.

Skills

Design Skills

User research · Information architecture · Wireframing · Prototyping · Interaction design · Storyboarding · Usability testing · Accessibility (WCAG 2.1) · Design systems (Figma) · Visual QA · Agile Methodologies

AI and Automation

Prompt engineering · AI-assisted heuristics and audits · ChatGPT for product ideation and content generation · Midjourney for branding and visuals · AI-integrated design systems · Workflow automation using Token Studio · Voice and tone scripting with LLMs

Tools

Figma · Adobe Creative Suite · Token Studio · Zeplin · Jira · Miro · Trello · GitHub Copilot · Runway · Photoshop · HTML/CSS · Azure DevOps

Platform Expertise

iOS and Android design · Apple Human Interface Guidelines · Google Material Design · Responsive web design · Desktop application design · Cross-platform consistency