

Kristen Falk

Interactive Designer | UX/UI Strategist | AI-Forward Creative

kristenfalk.com | [LinkedIn](#) | kristenfalk19@gmail.com | [703.725.7847](tel:703.725.7847) | Washington, DC

Strategic Interactive Designer with 5+ years of experience creating human-centered digital and experiential work that blends usability, storytelling, and visual craft. Skilled in UX/UI design, motion, and prototyping across mobile, web, and emerging platforms. Bridges creative and technical disciplines to turn complex ideas into intuitive, immersive experiences that connect across screens and spaces. Fluent in **Figma**, **Adobe Creative Suite**, and design systems, with hands-on exploration in **AI, AR, and spatial design** to push creative boundaries and deliver forward-thinking work.

Lead UX Designer | Huntridge Labs

Sept 2025 — Current

Leading design at a veteran-owned technology firm, shaping the user experience for an AI integration initiative with the U.S. Department of Veterans Affairs and Huntridge Labs' brand redesign.

- Designing **AI-enhanced workflows** that streamline the VA's document processing system, projected to reduce average claims processing time by up to 90 days.
- Collaborating closely with **AI engineers and developers** to define user interactions, automation touchpoints, and error-handling flows.
- Creating **high-fidelity Figma prototypes** to communicate end-to-end experiences to stakeholders, the prime contractor, and internal teams.
- Leading the **Huntridge Labs brand and website redesign** to strengthen market positioning and attract top technical talent.

Senior Interaction Designer | CapTech Consulting

Jan 2024 — Aug 2025

Led design across various digital platforms for clients spanning logistics, e-commerce, and food distribution in an agency-style consulting environment.

- Served as **lead designer** for a transportation logistics portal, modernizing a legacy system with scalable navigation and integrated workflows.
- Partnered with a **Fortune 500 food distributor** to concept and design a reimagined native mobile and desktop experience—defining a micro-brand identity, refining the visual language, and introducing AI-powered cost automation concepts.
- Co-led CapTech's **AI and design innovation initiative**, developing internal frameworks, learning exercises, and automated assessment tools to accelerate creative workflows and team adoption of AI.
- Created "**The Venue**," a fictional boutique hotel brand developed for an internal storytelling challenge—an experiential concept blending digital campaigns, physical touchpoints, and AR/VR extensions. The project earned first place company-wide for creative storytelling and experiential design.
- Presented design rationale to clients and executives, leading workshops and storytelling-based presentations that shaped creative direction.

Product Designer | CareRev

Jan 2022 — Jun 2023

Owned the end-to-end design process for a **B2C mobile and web platform** connecting healthcare professionals with flexible hospital shifts.

- **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.
- Drove measurable outcomes: **+5% shift claims**, **-14% cancellations** through targeted UX refinements.
- **Mentored a junior designer** and **facilitated weekly critiques** to elevate team output and visual quality.

UX/UI Designer | New American Funding

Nov 2020 — Dec 2021

Designed **B2C and B2B web applications** for real estate agents and loan officers, improving usability and consistency across platforms.

- Delivered **prototypes and responsive layouts** for mortgage and agent-management tools and landing pages.
- Collaborated in **Agile/Lean UX** workflows with researchers, product owners, and developers to align visual and business goals.
- Built and maintained **component libraries** to ensure cohesive, accessible design at scale.

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

UX/UI design · Interaction design · Prototyping · Microanimation · Motion design · Storyboarding · Experiential design · Design systems (Figma) · Accessibility (WCAG 2.1) · Usability testing · Visual consistency & QA · Workshop facilitation · Agile collaboration · Landing pages · Custom web builds

Emerging Tech & AI

Prompt engineering · Generative AI for UI/UX and content design · AI-generated video and animation · AI-driven prototyping · Voice & tone scripting with LLMs

Tools & Platform Expertise

Figma · Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign) · Jira · HTML/CSS · iOS & Android Design · Responsive web · Desktop apps · Interactive screens · Cross-platform consistency