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Hello there! 🙋 I'm Kristen, a passionate User Experience (UX) & Product Designer on a mission to craft data-driven digital experiences that seamlessly blend aesthetics with functionality. Throughout my career, I've developed a strong appreciation for design, always looking for creative and visually appealing ways to solve challenging problems while meeting business needs. I have experience designing digital solutions for startups, health-tech, marketplaces, e-commerce, business automations, point-of-sale, and the recreation industry.

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## Experience

### UX Designer • Radicle Science

*January 2025 - Present*

Radicle Science is a healthtech innovator conducting history's largest clinical trials on supplements to power the future of proven precision wellness.

### UX Designer • Epicurate A Techstars portfolio company

*April 2024 - December 2025*

- Designed email A/B testing initiatives to boost funnel conversion rates from initial interaction to checkout.
- Created and executed low-cost growth experiments to validate user experience improvements, minimizing the need for developer resources.
- Explored design solutions incorporating ML and AI features to decrease user friction and decision fatigue and enhancing the booking process.

### UX Designer, Senior UX Designer & Product Lead • Zoe A Techstars portfolio company

*June 2023 - March 2024*

- Collaborated with a team of 3-5 developers and CTPO, working in agile sprint cycles.
- Led UX research and redesign of coach profile pages, a key platform feature for user engagement, enhancing usability through surveys, interviews, and usability testing.
- Led a data-driven marketing website redesign that increased the main CTA click-through rate by 30%.
- Designed and launched coach marketplace feature, delivering the key feature on time and under budget.
- Developed and executed data-driven onboarding email campaigns, achieving a 40% open rate and a 15% click-through rate on CTAs.
- Crafted and presented executive-level proposals and slide decks to secure stakeholder and investor buy-in, effectively conveying product roadmap goals and value.
- Took on leadership of the development team after the CTPO's departure, maintaining agile sprint cycles and ensuring continuous improvement, bug fixes, and feature rollouts.

### UX Designer • Freelance/Contract

*September 2022 - December 2025*

#### **Xmetryx** A Techstars portfolio company July 2024 - Jan 2025

- Contributed to improvements of SaaS providing cutting-edge tools for coaches and consultants, integrating behavioral science, organizational psychology, and AI-powered technology.
- Redesigned the survey creation workflow to enhance the usability of key product features.

## **Fire Memos, Inc** *A Techstars portfolio company April 2024 - Sept 2024*

- Redesigned the user experience for an MVP startup SaaS, enabling employees to document and recognize their professional achievements through integrated AI-powered coaching features.
- Led the redesign of in-app email notifications and nudges to boost weekly and monthly user engagement, while enhancing brand trust and highlighting the product's benefits.

## **InnoMetrix** *May - July 2023*

- Enhanced the UX of InnoMetrix's cloud enterprise SaaS, which empowers organizations to quantify the value of innovation and transformation.

## **Visual & UX Designer • Mt. Baker Ski Area**

*September 2012 - October 2022*

- Led a responsive website redesign, enhancing information architecture and mobile usability through data-driven research while ensuring timely safety and operational information was effectively delivered to users.
- Collaborated with cross-functional departments, including marketing and operations, to address complex customer and operational needs through digital and print design solutions.
- Served as the design lead for internal and customer-facing digital and print materials, delivering effective solutions for a positive user experience across departments and customer touch-points.
- Led a multi-channel customer education initiative on COVID regulations, enhancing customer safety, comfort, and compliance with guidelines, while also ensuring successful adherence to health department requirements.

## **E-Commerce Designer • MGM Solutions**

*January 2008 - August 2012*

- Solved UX and marketing challenges across three B2B e-commerce sites in the point-of-sale industry, with three tiered brands focused on distinct user groups.
- Fostered collaboration among developers, sales teams, and stakeholders to enhance the overall user experience, ensuring tailored solutions met the unique needs of small businesses.
- Led visual design for all internal and customer-facing digital and print materials, aiming to deliver cohesive and effective solutions for diverse end-users and stakeholders.

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## Education & Certificates

Advanced Figma  
DesignLab *October 2024*

Data-Driven Design  
DesignLab *June 2024*

UX Academy  
DesignLab *March 2023*

M.S. Marketing  
Southern New Hampshire University

MFA in Painting  
Western Carolina University

BFA, Minor Graphic Design  
Colby-Sawyer College

High School  
Phillips Academy Andover

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## Design Tools & Skills

Figma • Adobe Creative Suite • Visily • Balsamiq • HotJar • Jira • Notion • Linear • Maze • Webflow • Canva • Google Analytics • Sketch • InVision • MixPanel • Customer.io • Courier • Microsoft Office Suites • HTML • CSS

UX/UI • Wire-framing • Prototyping • Collaboration • UX Research • Style Guides • User Flows • Design Systems • Usability Testing • Card Sorting • High Fidelity • Visual Design • Data Visualization • Problem Solving • User-Centered Design • Design Principles • User Research • Questionnaire Design • Usability Testing • Onboarding & Product Tour Design • Information Architecture • Agile Methodologies • Responsive Design • Project Management • Roadmapping • Agile Sprint Management • Executive-Level Presentation Design