

kristen samuelsen

SENIOR UX DESIGNER

972-523-5958 / kristen.m.samuelsen@gmail.com / Baltimore, MD / www.kristensamuelsen.com/ux

Senior UX designer with 8+ years of experience across UX, web, and digital design. Skilled in simplifying complex problems through thoughtful user journeys, accessible experiences, and scalable design systems.

experience

Senior UX Designer | Crosby Marketing Communications

ANNAPOLIS, MD | SEPT 2023-PRESENT

- Lead the evolution and governance of a federal design system, defining reusable components, accessibility standards, and implementation guidance for cross-functional design and engineering teams.
- Lead end-to-end UX design for federal and nonprofit digital products, translating research and stakeholder needs into user journeys, wireframes, prototypes, and accessible production experiences.
- Partner with developers, content strategists, and stakeholders to balance technical constraints with user needs across complex, multi-platform products.

Freelance Web Designer

DALLAS, TX | SEPT 2019-SEPT 2023

- Concept, build, and launch websites for small businesses, specializing in therapy and mental health.
- Work with clients to identify strategic goals, then design layouts, copy, and branding that align.

Creative Operations Specialist | GoDaddy

AUSTIN, TX | FEB 2017-JUNE 2019

- Craft customers' brand and voice content during onboarding, including logo design, branding, and copy.
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education

Southwestern University

BA, COMMUNICATION STUDIES / BA, THEATRE

skills & interests

Skills: Product design, UX strategy, user journeys, interaction design, information architecture, design systems architecture & governance, content strategy, QA testing, 508 & WCAG accessibility, human-centered design, agile delivery, Figma, Jira/Confluence, Adobe, Webflow, Secret clearance

Interests: Pizza and bread baking, Lindy Hop and swing dancing, watching Survivor, bouldering