KRIS LUSCH

I'm a full-stack UX designer with years of experience creating user-centered solutions across a range of industries. Whether it's designing eCommerce platforms that drive customer engagement with new features and products, building web applications that streamline parts returns and installation scheduling, or crafting mobile apps that reduce driver hesitation when going off-road, my focus is always the same: solve real user problems and deliver measurable business results. From gathering requirements and wireframing layouts to designing interactions and developing prototypes, I approach every project with a process-driven mindset rooted in empathy and impact.

CONTACT

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📍 Ann Arbor, Mi

SKILLS

User Experience · User Research · Process Mapping · Journey Mapping · Workshop Ideation · Wireframing · Prototyping · Adobe XD · Figma · Sketch · Graphic Design · Agile Methodology · Project Management Software · AI Integration · E-Commerce · Complex Data Dashboards

EDUCATION

MFA – INTERACTION DESIGN
CCS Detroit Sep 2015 - May 2017

BFA – GAME DESIGN
IADT Detroit Sep 2009 - May 2011

CERTS

AI FOR CREATIVE WORK
University of Michigan · Issued Jan 2025

AI ETHICS, RESPONSIBLE USE, & CREATIVITY
University of Michigan · Issued Jan 2025

EXPERIENCE

VISUAL DESIGNER
Rightpoint Jul 2023 - Oct 2024
- Curated an extensive component library, ensuring consistency and pushed updates to the development team in diverse in-vehicle UI projects across a spectrum of vehicle brands.
- Utilized Jira to track and prioritize defects detected from live in vehicle testing, as well as resolving issues to propel projects forward.

SENIOR CX DESIGNER
VMLY&R Nov 2021 - Sep 2022
- Lead and actively participate in fast-paced idea workshops in Miro and Bluescape via Webex to conceive innovative digital experiences that magnify project impact.
- Design stimuli, wireframes, and prototypes in Figma and Adobe XD, allowing expedient implementation for new features and updates in an ecommerce platform that appeal to both business and customer interests.

PRODUCT DESIGNER
Ford Apr 2021 - Nov 2021
- Collaborate with global team members to gather requirements and craft user flow maps in Visio, showcasing diverse eCommerce user support levels via chatbot and human representatives.
- Redesign the online dealership portal through Adobe XD, creating updated wireframes and prototypes that streamline usability and provide clearer navigation for dealers during accessory purchases, returns, and scheduling installations.
- Partner with external organizations to develop high-fidelity mobile app mockups in Sketch, enhancing the eCommerce experience with unique notifications and profile features focused on reducing cart abandonment and providing a personalized experience.

UI UX DESIGNER
Dynics Jan 2018 - Apr 2021
- Gather requirements to visualize industrial data while actively collaborating with developers and engineers in an Agile environment, ensuring designs align with industry and accessibility standards.
- Drive business sales by developing proof-of-concept presentations and Adobe XD prototype examples that captivate partners and stakeholders.