

# RESUME



## KRISTI COLVIN

### SENIOR UX DESIGNER/TEAM LEAD

Seasoned UX team leader offering B2B SaaS design, user testing, brand design/extension, cross-functional team management, developer consultation and UX methodologies experience.

785.204.2321 | [kriscolvin@gmail.com](mailto:kriscolvin@gmail.com)

RECENT WORK [kriscolvin.com](http://kriscolvin.com)

LINKED IN [linkedin.com/in/kristicolvin](https://www.linkedin.com/in/kristicolvin)

### PRIMARY SKILLS

UX DESIGN PLANNING  
 UX PRACTICES + HUMAN FACTORS  
 UX/UI DESIGN  
 RESEARCH + STRATEGY  
 INTEGRATION DESIGN  
 BRANDING + COLLATERAL  
 TEAMWORK + COLLABORATION

I'VE DESIGNED FOR: REACT/ANGULAR,  
 SALESFORCE, JIRA, WORDPRESS + MORE

### PRIMARY APPS

SKETCH APP  
 INVISION  
 AVOCODE/FIGMA/BALSAMIQ  
 ATLISSIAN APPS  
 ADOBE CREATIVE SUITE  
 APPLE, GOOGLE, MS APPS

### EDUCATION

1984-1986 MIDWESTERN STATE UNIVERSITY  
 1988-1989 HOUSTON COMMUNITY COLLEGE  
 2001 CERTIFIED USABILITY ANALYST,  
 HUMAN FACTORS INTERNATIONAL



## KING & UNION

LEAD UX DESIGNER  
 2019-2020

The Avalon web app is built on React using Keylines for the graphing. I redesigned the app, aligned the brand for app and company, and worked on key features while lending a hand to marketing on promotional assets. Successes there were getting users on the platform they had not been able to before, including analysts from Apple, Morgan Stanley, Thermo Fisher & others.

## FRESH ID

SELF-EMPLOYED  
 2017-2019

Clients at this time included application and collateral design for Warm Commerce (Salesforce), e2Log and Veristor (Jira app) plus branding and marketing for Litt Spirits, all startups.

## HOME DEPOT

SR UX DESIGNER  
 2016-2017

I provided integration direction and user research of contact center agents for online sales and customer care. With that research I analyzed the applications our agents used and redesigned key applications and features running on Salesforce and other apps. I also participated in a group trying to decide how to approach Salesforce and our UX design long-term.

## FRESH ID

SELF-EMPLOYED  
 2006-2016

I moved to Kansas, so left SigmaFlow and served clients again. My work included a blend of research, strategy, creative and ux design, user testing and brand extension for a variety of clients. KC Chiefs, Sporting KC and John Deere were retainer clients and I did a lot of mini-apps for their digital campaigns as well as my own app for real-time live events and a the Sporting membership application which was an extensive effort.

## SIGMAFLOW

UX MANAGER  
 2006-2007

I defined corporate and product line branding to create brand standards for everything prospects and users interacted with, plus the phased design integration for a 7-product suite and new product prototypes.

## FRESH ID

SELF-EMPLOYED  
 2003-2006

When PentaSafe was acquired most of the 9 product managers I had worked with started their own firms and became my clients. My old freshid.com site is filled with samples from them and other clients like Vertec Polymers, Sourcefire, Braintree, Publisher's Clearing House and many more. I did end-to-end ux/ui design and branding and marketing before SigmaFlow found me and wanted me to work for them.

## PENTASAFE

UX MANAGER  
 2001-2003

I built a \$95k usability lab, managed staff and took responsibility for the product design, documentation, usability and packaging for the VigilEnt product line, a 32 product cross-platform, integrated security solution designed for large enterprise environments.