

# KRISTI DESIMONE

Product designer with a focus on interfaces and interaction.

www.kristidesimone.com  
contactkristileigh@gmail.com  
914-275-2223

## EXPERIENCE

### Ladders – *Product Designer*

New York, NY | June 2018- Present

Translate complex flows to intuitive user experiences through iterative design. Define user goals and success metrics to provide value to customers and achieve business goals. Initiated, and now lead, usability testing sessions with the goal of understanding user needs and gaining actionable insights to find opportunities for innovation. Work in an agile environment, collaborating with developers to ensure proper implementation.

### Direct Wines – *Jr. Web Designer*

Norwalk, CT | August 2017 - February 2018

Analyzed usability testing feedback and A/B test data to redesign product pages for a more delightful user experience. Designed and developed email marketing and responsive website graphics. Worked within constraints imposed by the marketing team and tested code by engineers.

### Foray – *Jr. Digital Designer*

Remote | June 2016 - August 2017

Created mock screens for pitching a Foray mobile app, advocating for users by translating their needs to business goals. Strategized and executed email campaigns and web graphics to establish and maintain branding across interactions.

### Foray – *Design Intern*

Los Angeles, CA | January 2016 - June 2016

Strategized and produced a cohesive visual design style for the start up through digital marketing assets and presentation decks.

## EDUCATION

### B.S. Computer Information Systems

Quinnipiac University  
Hamden, CT | August 2014 - May 2017

## SKILLS

### Design

Interaction Design  
Interface Design  
Wireframing  
Prototyping  
Visual Design

### Research

User Research  
Usability Testing  
Personas  
Competitive Analysis  
Data Visualization

### Tools

Sketch  
InVision  
Adobe XD  
Photoshop  
Illustrator  
HTML & CSS  
Zeplin  
Jira

## ACTIVITIES

Hexagon UX NYC Organizer  
Built By Girls Mentor  
Women Techmakers Member  
Google Grant Recipient  
Grace Hopper Celebration  
Travelers Case Competition  
First Place