

# Kristen Sunny

## UX/UI Designer

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### Design Experience

**UX DESIGNER** // Microsoft Leap Apprenticeship Program // Mar 2021 - Present

**UX RESEARCH LEAD + CONTENT STRATEGIST** // Project Lela // Oct 2021 - Present

- › Workshopped with multi-disciplinary design team to generate wireframes, user flows, storyboards, and mockups
- › Applied quantitative and qualitative research techniques, including user interviews, surveys, and market research
- › Provided strategic content design, UX writing, and information architecture

**FREELANCE PRODUCT DESIGNER** // Dec 2020 - Oct 2021

- › Participated in full-stack design process to frame problems, identify user needs, sketch solutions, build prototypes, test and refine designs with customer data and feedback
- › Partnered with multi-disciplinary teams of designers, product managers, developers, and business stakeholders
- › Designed user experiences for B2B2C, SaaS, mobile, and responsive web experiences in remote, agile environments
- › Collaborated with stakeholders to strategize project roadmaps, understand business goals, open feedback loops, and present design rationale
- › Engaged with users, planned and executed user research studies, and leveraged data to inform design decisions
- › Enhanced usability test results by up to 80% by applying iterative design process based on usability data
- › Designed high-fidelity mockups and delivered assets and specifications for responsive design layout

### Additional Experience

**CORPORATE AND FOUNDATION RELATIONS MANAGER**

Bay Area Discovery Museum // Oct 2018 - Mar 2020

- › Managed 100+ client portfolio, raised \$1mm gift and \$1.56mm in total funding

**DIRECTOR OF ALUMNI + STUDENT RECRUITERS**

Austin College // Sep 2017 - Sep 2018

- › Increased legacy student enrollment by 29% and freshman enrollment by 26%

**DIRECTOR, HUMAN TRAFFICKING OUTREACH**

Mosaic Family Services // Sep 2014 - Sep 2017

- › Trained 9,000 professionals and community members and raised \$2.6mm

### Skills

UX Design	Usability Testing
UI Design	Responsive Design
Wireframing	Design Strategy
Prototyping	Heuristic Evaluation
Mockups	Collaboration
UX Writing	Problem Solving
Design Research	Communication
Iterative Design	Storytelling

### Tools

Figma	Miro
Sketch	Whimsical
Adobe XD	Usability Hub
InVision	Trello
InDesign	G Suite
Jira	Google Analytics

### Education

**UX/UI DESIGN** // Flatiron School

2020 | San Francisco, CA

**M.A. GLOBAL POLICY STUDIES** //

University of Texas at Austin

2014 | Austin, TX

**B.A. INTERNATIONAL RELATIONS** //

Austin College

2011 | Sherman, TX

### Memberships

AIGA San Francisco  
WomenTech Global Ambassador  
Junior League of San Francisco