

Kristi Polozoff

User Researcher & User Experience Designer

EXPERIENCE

MaMA App

UX Design Consultant | June 2019 - Present

MaMA (Maternal Monitoring App) is a product designed to help women in under-served communities throughout pregnancy.

- Implementing a new color palette that is ADA compliant to the brand style guide and curating illustrations from the creative market.
- Providing insights on visual design solutions to serve a broad population and reflect users across a spectrum of demographics.
- Advise on illustrations to ensure they effectively communicate various problems in pregnancy to a broad user base.
- Ensure that the language is understandable across a broad user base.

NAMI (National Alliance on Mental Illness) Central Texas

Lead User Researcher | Feb 2019 - May 2019

NAMI is the largest grassroots organization dedicated to building better lives for millions affected by mental illness.

- Conducted interviews and usability testing with users and stakeholders to gain a better understanding of the problems NAMI was facing with their website.
- Conducted evaluative research through tree-tests to understand how users were currently navigating the NAMI website and identify pain-points.
- Conducted card-sorting sessions to learn how users organize the content of the website to fit their needs.
- Designed new information architecture to guide the user to the resources needed.

Dun & Bradstreet (Acquired from Avention)

Office Support Administrator | June 2016 - Apr 2019

Dun & Bradstreet is a B2B company that provides commercial data, analytics, and insights.

- Collaborated with engineers to create internal booklets for training new salespeople on our team's product, D&B Visualize. These booklets included custom made icons and info-graphics to deepen the user's knowledge of our team's impact and how to use D&B Visualize.
- Generated and maintained our team's quarterly newsletter for D&B Visualize showcasing updates such as growth in number of users over time, updated bug-fixes to products, and improvements to applications.
- Managed our team leader's calendar and facilitated team meetings and events within the constraints of a defined budget.
- Managed our team leader's expense report and overhauled a system of approval for our team of 12 people.

PORTFOLIO

kristipolozoff.com

CONTACT

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TOOLS

Optimal Workshop

Sketch

Figma

Adobe XD

InVision

Adobe Illustrator

UserZoom

HTML5 / CSS3

SKILLS

Wireframing

Usability Testing

Prototyping

Creating test plans

User Flows

Information Architecture

User Research

Responsive Design

UI Design

Design Thinking

Heuristic Evaluation

UX Writing

Competitive Analysis

EDUCATION

Associate Degree in User Experience Design

2019

Austin Community College

Bachelor of Fine Arts in Photography with

Business Minor

2014

Texas Woman's University