

Kristi Polozoff

User Researcher & User Experience Designer

EXPERIENCE

SeriesX

UX / UI Designer | Sept 2019 - Present

SeriesX is an end to end, technology-driven service that can turn a traditional asset into a security token that can be readied for trading on any supporting ATS.

- Working with the product team in an agile environment to deliver state of the art UX/UI for the brand and new finance platform.
- Gathering feedback to identify problems and create design solutions that address those problems.
- Creating user story maps to drive decisions in the business and the development of the product.
- Working alongside the founders to ship a product that shapes the future of decentralized finance.

MaMA App

UX Design Consultant | June 2019 - Sept 2019

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.

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