Kristi Polozoff

User Experience Designer and Researcher

EXPERIENCE

21GRAMS, Experience Designer

November 2020 - Present

- Facilitating design workshops with clients to provide guidance of the brand story and provide structure for the information architecture.
- Working closely with multiple teams to ensure communication across UX, Art, Copy, Content, Strategy, and Dev stays closely aligned to the goals of the website.
- Gathering insights and interpreting data analytics to make informed design decisions based on the audience (health care providers, patients, etc.).
- Rapidly creating: user flows, prototypes, and user friendly wireframes with a mobile-first approach that meet the business goals of the client.
- Participating in user research and testing preparation on design solutions by working closely with the research team on the moderated discussion guide and deciding which tasks to prioritize on specific features.

SeriesX, UX/UI Designer

Sept 2019 - June 2020

- Collected feedback through user testing with our top three clients to uncover user pain-points, and was able to deliver actionable recommendations which improved user onboarding by 300%.
- Created user flows to identify areas of improvement and drive decisions in the business and the development of the product.

MaMA, UX Design Consultant

June 2019 - Sept 2019

- Together with the lead designer, developed a design system that included color scheme, all fonts, and components that met accessibility needs for the app and website.
- Provided insights on visual design solutions and language to serve a broad population and reflect users across a spectrum of demographics.

NAMI Central Texas, User Research Lead

Feb 2019 - May 2019

- Conducted interviews and usability testing with users and stakeholders to uncover obstacles of NAMI users interacting with the website.
- Set up and conducted tree-tests to understand how users were currently navigating the NAMI website and identify pain points in their journey.
- Conducted card-sorting sessions to learn how users organized the content of the website to fit their needs, resulting in the redesign of the website's information architecture which doubled volunteer registrations.

PORTFOLIO

https://www.kristipolozoff.com/

CONTACT

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EDUCATION

AAS: UX Design
Austin Community College
Graduated 2019

BFA: Art with Business Minor
Texas Woman's University
Graduated: 2014

TOOLS/SKILLS

Sketch
InVision
Photoshop
Adobe XD
Figma
Optimal Workshop
Adobe Illustrator
HTML / CSS
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