



**Kristian Dela Cruz**

Lead UX/UI Designer  
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**EDUCATION**

**General Assembly** | Washington, D.C.  
User Experience Design Program

**Shepherd University** | Shepherdstown, WV  
Bachelor of Fine Arts: Concentration in Graphic Design

**EXPERIENCE**

**Booz Allen Hamilton** | Rockville, MD  
*Lead UX/UI Designer, February 2015–Present*

Lead Designer to create and strategize digital products for Department of State, Internal Revenue Service (IRS), Department of Labor, Army, Air Force, Environmental Protection Agency (EPA) and National Institute of Health (NIH) by utilizing User Research, UX Design, Interaction Design, Visual Design and Brand Development

**Shepherd University** | Shepherdstown, WV  
*UX Design Adjunct Instructor, January 2017–May 2017*

Instructed and created the first cohort of User Experience Design for Shepherd University's Graphic Design BFA program. The students built an empathic approach on designs and executed user experience processes on digital application development

**General Assembly Visual Design Course** | Washington, D.C.  
*Teachers Assistant, April 2015–June 2015 & October 2015–December 2015*  
Worked closely with 10–18 students to teach Visual Design fundamentals. The eight-week course goes over design research, UI design, build style guides and UX basics

**General Assembly 2014 Hackathon** | Washington, D.C.  
*UX Designer, November 2014*  
Established MVP for collaboration platform for GA. Utilize agile process: design thinking, business canvas, user research, prototypes, and visual mockups in 13 hours. Concept earned 2nd place out of 15 teams, with the highest UX score

**Choice Hotels International** | Rockville, MD  
*Designer, August 2014–February 2015*  
Concept and Design monthly resulting e-mail pages, web banners, print collateral for corporate brand and 11 sub-brands, as well as the Choice Privileges rewards program. Attend kickoff meeting, brainstorm on design concept, and implement

**Ignite Media Solutions** | McLean, VA  
*Web Designer, June 2014–August 2014*  
Designed landing pages and mobile sites for Telebrands and Edison Nation. Collaborated with marketing team for high-level product optimization

**Discovery Communications** | Silver Spring, MD  
*Graphic Designer, June 2013–June 2014*  
Designed and delivered print, digital and social projects for Discovery Channel, TLC, Animal Planet, Investigation Discovery, and American Heroes Channel

**SKILLS**

**UX & UI Design**

Usability Testing  
Information Architecture  
User Research  
Service Design  
Design Thinking

Usability Analysis  
Wireframing  
Prototyping  
High-Fidelity Mockups  
Visual Design

**Softwares & Languages**

Adobe Creative Suite  
Sketch  
InVision  
HTML/CSS

**AWARDS**

**210**, 2015 Parents' Choice Silver Honor, 2015  
**Voices from the Storm**, AAF, District 2, Student Gold ADDY, 2013  
**Voices from the Storm**, AAF, Greater Frederick, Student Gold ADDY, 2013  
**The Beauty of Fashion**, AAF, Greater Frederick, Student Silver ADDY, 2013

**PASSIONS**

Design mentorship, design education, human-centered design, collaboration, random traveling adventures and cats