



Kristian Dela Cruz

Product Designer

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WHAT I'M LOOKING FOR

An opportunity to build products that are researched, usable, delightful — Looking to join a team that truly values creativity, innovation, and an enthusiastic design culture

EXPERIENCE

Booz Allen Hamilton | *Lead Product Designer, February 2015–Present*

Lead Designer, created 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 | *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 empathetic approach on designs and executed user experience processes on digital application development

General Assembly Visual Design Course | *Teachers Assistant, 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 | *UX Designer, November 2014*

Created MVP for collaboration platform for General Assembly. 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 | *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 | *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 | *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

EDUCATION

General Assembly | Washington, D.C.

User Experience Design Program

Shepherd University | Shepherdstown, WV

Bachelor of Fine Arts: Concentration in Graphic Design

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

PASSIONS

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