

# KRYSTLE R. WILLIAMS

Sr. User Experience Designer

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location  
Los Angeles, CA

work  
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methods  
Card Sorting  
Competitive Assessment  
Contextual Inquiry  
Flow Charts  
Functional Spec Documentation  
Heuristic Evaluations  
Information Architecture  
Personas  
Prototyping  
Sitemaps  
Survey Design and Analysis  
Usability Testing  
User Journeys

industry knowledge  
Lean UX  
Agile  
iOS & Android App Design  
Mobile & Tablet Web Design  
Responsive Web Design

tools  
Axure  
Camtasia  
InDesign  
Invision  
MS Office Suite  
Omnigraffle  
POP  
Tumult Hype  
Visio

interpersonal  
Community Development  
Mentoring  
Project Management  
Training & Education

personal potpourri  
Bargain Shopper  
Four-Eyed Naturalista  
Shoe Lover  
Swimming Noob

## Experience

### Freelance User Experience Designer | Boston Consulting Group Digital Ventures

May 2015 - Present | Los Angeles, CA

### Experience Designer | Yahoo Video and Sports

2013-2015 | Santa Monica, CA

Provided UX strategy and design across Yahoo Screen including the creation of "Advanced Screen," home to Community and other Yahoo Original series, new social engagement features and the full redesign of Yahoo Screen and Live.

Experience design lead for Sports projects spanning from single module design reusable across seven sports to conceptual initiatives to explore the full redesign of the Yahoo Sports.

### User Experience Design Instructor | General Assemb.ly

Fall 2014 | Santa Monica, CA

Co-instructor for Introduction to User Experience Design a part-time course for professionals seeking to expand their UX skill set.

### Senior User Experience Designer | Rosetta Marketing Group

2011-2013 | El Segundo, CA

UX lead in a fast paced agency environment. Balanced multiple concurrent projects to deliver forward thinking UX strategy and design across a range of industries, clients and form factors.

Promoted to Senior Designer after one year.

- UX lead on a team of five UX designers that supported the redesign of CA Technologies' website and related microsites into a responsive experience that optimized lead-gen activity, product research and overall brand engagement.
- Maintained online property of Sony Entertainment Network that included a redesigned homepage with accompanying clickable Axure prototype and developed a responsive template and content modules for campaign marketing pages.
- For Chase, delivered mobile web templates to optimize information discovery and conversion on deposit, loan and credit products. Established product strategy based on stakeholder interviews with members from across the banking ecosystem. Created interview script, conducted interviews, and produced the findings and recommendations documentation.
- Led the UX for the ecommerce redesign of Murad.com which resulted in an 8% increase in sales. Responsible for the upfront research including stakeholder interviews, strategy & recommendations document, new sitemap, personas, user journeys, competitive assessment, and heuristic evaluation to support a complete set of wireframes based defined page templates.
- Developed the entire IA and key pages to support the redesign of the 2012 NHL GameCenter iPad and iPhone app. Page designs included the schedule, all social-related pages, video browser and in-app Twitter experience. 2013 Appy Award winner for Best Sports App.
- Provided a comprehensive product evaluation to inform the redesign and market strategy for Energate's Foundation Smart Thermostat to improve it's position n the consumer market. Deliverables included user journeys, industry/ competitive assessment and heuristic evaluation.
- Helped define the UX for the Facebook app and mobile experience for a customer rewards platform for a leading mobile and consumer technology company.

### User Experience Architect | National Football League (NFL)

2010-2011 | Culver City, CA

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Enhanced the UX and information architecture of NFL club websites and NFL.com to promote site stickiness and fan engagement. Partnered with the digital staff at various clubs such as the Miami Dolphins and Atlanta Falcons to consult on UX best practices, strategy and the NFL CMS platform.

- Recommended usability improvements for the NFL Game Pass acquisition website based on in-person usability tests I led.
- Encouraged fan interaction by designing the in-browser team chat tool within the Fantasy Football web experience.
- Guided management from the Chicago Bears, Atlanta Falcons, Jacksonville Jaguars, and Miami Dolphins in order to transition their web property onto the NFL platform and redesign the desktop web experience based on user needs and business objectives.
- Redesigned the Combine - Top Performers page to support an interactive research tool to compare top performers across multiple years. ESPN's feedback: "Congrats. Wish we thought of it first."
- Feature enhancements to the Club Sites CMS platform within an Agile environment, survey creation, analysis and overall UX team leadership.

## **Business Systems Analyst - IT | Capital One N.A.**

2009-2010 | Richmond, VA

Worked to thoroughly elicit and document business and technical requirements to support the merger of five back office departments between of two banking institutions. Identified areas of noncompliance to mitigate risk and financial exposure as well as training and development opportunities to properly onboard incoming employees.

## **User Experience Intern | IBM**

Spring & Fall 2008 | Endicott, NY

Supervised the UX within an Agile development team to improve the overall information architecture and workflow of an internal idea submissions website used by 300,000 employees world-wide. Organized an extensive literature review and remote focus group sessions to evaluate the effectiveness of employee mentoring using a virtual environment. Assisted in the development design patterns to support a consistent UX across IBM's extensive intranet.

## **Usability Intern | University of Michigan Library**

Spring, 2008 | Ann Arbor, MI

Collaboratively executed various in depth user research methods, including "guerrilla" usability testing and card sorting to increase the findability and enhance experience of the University Library website, reported findings to design team.

## **Hydro Analyst | Bonneville Power Administration**

2002-2007 | Portland, OR

Coordinated the international operation of over 60 hydro power projects to support annual ops planning in-line with the Columbia River Treaty. INROADS alumnus, Summer 2002 & 2003.

## **Education**

University of Michigan, School of Information, Ann Arbor, MI — April, 2009

**Masters of Science in Information — Human Computer Interaction**

University of Pittsburgh, School of Information Sciences, Pittsburgh, PA

**Bachelors of Science — Information Sciences**

University of Granada — Spanish Language & Culture, Granada, Spain