

KRYSTLE (WILLIAMS) JOHNSON

sr. experience designer

contact

503.804.4200

[hikrystlejohnson\[at\]gmail.com](mailto:hikrystlejohnson[at]gmail.com)

Long Beach, CA

work

krystlewilliams.com

behance.net/krystlewilliams

methods

Card Sorting

Competitive Assessment

Contextual Inquiry &

Ethnographic Research

Flow Charts

Functional Spec Documentation

Heuristic Evaluations

Information Architecture

Personas

Prototyping

Sitemaps

Survey Design and Analysis

Usability & Concept Testing

User Journeys

industry knowledge

Lean UX

Agile

iOS & Android App Design

Mobile & Tablet Web Design

Responsive Web Design

tools

Sketch

InVision

Validately

—

Axure

Camtasia

InDesign

MS Office Suite

Omnigraffle

Photoshop

POP

Visio

interpersonal

Community Development

Mentoring

Training & Education

personal potpourri

Bargain Shopper

New Auntie

Aspiring Capsule Wardrobe-r

Poor Tennis Player

experience

Sr. Experience Designer | BCG Digital Ventures

2015-Present | Manhattan Beach, CA

Lead user experience design and testing across innovation and product build sprints. Partner with research lead to discover insights and build empathy with end users. Lead collaborative sessions to identify opportunities to innovate. Ongoing client management and education to build buy-in and train embedded client teams.

Experience Designer | Yahoo Video and Sports

2013-2015 | Santa Monica, CA

UX strategy and design across Yahoo Screen including the creation of “Advanced Screen,” home to Community and Yahoo Original series, new social engagement features and the full redesign of Yahoo Screen and Live. Experience design for 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. Key brands include Sony, NHL, Murad and Chase. Promoted to Senior Designer after one year.

User Experience Architect | National Football League (NFL)

2010-2011 | Culver City, CA

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.

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

2009-2010 | Richmond, VA

Gathered business and technical requirements to support the merger of five back office departments of a newly acquired bank. 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

Usability Intern | University of Michigan Library

Spring, 2008 | Ann Arbor, MI

Hydro Analyst | Bonneville Power Administration

2002–2003 (Intern) 2004–2007 | Portland, OR

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