

# Hey!

# I'm Kristin B. Powers.

I'm a UX designer who focuses on interface and visual design. My 15 years experience as a graphic designer in a variety of industries has helped me develop a passion for service and process design, and made me realize the impact design can have.

## PORTFOLIO

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[KRISTINBPOWERS.COM](http://KRISTINBPOWERS.COM)

## SKILLS

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- UX Design
- Research
- User Interface/Web Design
- Photography
- Illustration
- Copywriting/editing
- Print Design

## TOOLS

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- Adobe CC Suite (InDesign, Photoshop, Illustrator, XD, Dreamweaver, Acrobat)
- Figma, Sketch, InVision
- HTML/CSS
- Trello, Asana, GitHub
- Miro
- Slack

## EDUCATION

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2021 | CERTIFICATE  
**USER EXPERIENCE DESIGN**  
UCSD Extension

2019 | CERTIFICATE  
**USER INTERFACE DESIGN**  
BrainStation

2009 | BFA/BA  
**GRAPHIC DESIGN/  
INTERNATIONAL RELATIONS**  
Suffolk University

## EXPERIENCE

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NOVEMBER 2020 – PRESENT

**UX DESIGNER (VOLUNTEER)**

**ORCASOUND, LISTEN FOR WHALES | Remote**

- Apply a user-centered design approach to conservation efforts and projects for the Southern Resident Killer Whales
- Write scripts for stakeholder and user interviews to define project goals
- Participate in weekly stand-ups with UX team

SEPTEMBER 2020 – PRESENT

**UX DESIGNER (VOLUNTEER)**

**OPEN SAN DIEGO, A CODE FOR AMERICA BRIGADE | San Diego, CA**

- Conduct research to understand user needs and business goals
- Develop wireframes, prototypes, and follow design pattern libraries, or create new components/patterns when necessary
- Partner with data scientists, developers, and others as part of a cross-functional team

JULY 2019 – MARCH 2020

**SENIOR DESIGNER**

**US NAVY REGION SOUTHWEST | San Diego, CA**

- Conceptualized the brand and identity for the Navy's 34<sup>th</sup> Bay Bridge Run/Walk Race, including medal design, advertisements, and other marketing materials
- Re-designed the user interface of the race's website for future use to increase online registration and improve accessibility
- Designed print and digital products for the marketing needs of the U.S. Navy Region Southwest

MAY 2018 – JUNE 2019

**CREATIVE SERVICES DIRECTOR**

**SAN DIEGO OPERA | San Diego, CA**

- Completed competitive analysis and user research for website redesign
- Researched, sketched, and wireframed a new homepage, performance page, and donation page to begin a complete overhaul of the San Diego Opera website
- Coordinated the creative services budgets with Director of Operations and collaborated on season branding with Chief Marketing Officer
- Designed mailings for season subscription renewals that helped bring in over \$1 million annually

*Experience continued on next page ▶*

# Hey!

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## HOBBIES

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- Beach walks with my dog
- Riding my Harley-Davidson motorcycle
- Houseplants GALORE
- Snorkeling with leopard sharks
- Wildlife and landscape photography
- Exploring San Diego

## EXPERIENCE CONTINUED

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FEB 2016 – MAY 2018

LEAD GRAPHIC DESIGNER

SAN DIEGO OPERA | San Diego, CA

- Created sub-brands and their guidelines for the 2016–17 and 2017–18 seasons
- Designed print, digital, and social media campaigns to increase ticket sales

SEPT 2014 – JAN 2016

SR. MARKETING COMMUNICATIONS SPECIALIST

MBL INTERNATIONAL | Woburn, MA

- Directed website redesign project with outside design agency
- Provided design and marketing support for product managers and salespeople
- Created FDA-compliant product collateral, such as sell sheets and brochures, for product lines (research use only and in vitro diagnostics)

OCT 2012 – AUG 2014

GRAPHIC DESIGNER

SMARTPAK | Plymouth, MA

- Interviewed users and conducted usability tests on product catalog design
- Designed print marketing materials in support of Animal Health, Merchandise, and Customer Care departments
- Assisted on photo shoots, in studio and on location, and with photo editing

OCT 2011 – OCT 2012

CONTRACT ART DIRECTOR/GRAPHIC DESIGNER (SECRET CLEARANCE)

MIT LINCOLN LABORATORY | Lexington, MA

- Managed the design and production of collateral, such as attendee packets, wayfinding signage, and day-to-day programs, for large-scale, high profile technical conferences
- Art directed internal exhibits for advertising and marketing purposes for technical groups and divisions