

KRISTIN LUCAS

UX & PRODUCT DESIGN

Designer with a background in research, prototyping, user-centered design, and creating intuitive products from concept to launch. Skilled in conducting user testing, creating personas and user journeys, and using design tools including Figma and Adobe XD. Able to collaborate with cross-functional teams and effectively communicate decisions to stakeholders.

CONTACT

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LINKEDIN

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PORTFOLIO

kristinlucasdesign.com

DESIGN SKILLS

- Design Thinking
- Personas
- Journey Maps
- User Stories
- Wireframes
- Prototypes
- User Research
- User Testing
- Figma

LEADERSHIP

FRIENDS OF FIGMA

Leader of Houston Chapter

EDUCATION

GOOGLE VIA COURSERA

UX Design
Professional Certificate

UNIVERSITY OF TEXAS

Data Analysis and Visualization
Professional Certificate

TEXAS A&M UNIVERSITY

Bachelor of Science

EXPERIENCE

PRODUCT DESIGNER

2019–PRESENT

Room B214, Remote

- Utilize product development life cycle to create over 80 original math resources and multiple product lines
- Conducts user testing on prototypes to determine pain points and ensure ease of use
- Increased conversion rates by 20% after revising products and listings to include current visual design trends
- Improved yearly profit margins by 100% each year from 2020 - 2022

LEAD UX DESIGNER

FEB – JULY 2024

Tech Fleet, Remote

- Lead a remote Agile team through a website redesign from conception to handoff
- Collaborated with PM and strategy team to analyze business goals and prioritize UX expectations and deliverables
- Developed multiple iterations of wireframes, mockups, and prototypes based on user feedback and testing results
- Oversaw the design of custom UI Kit and style guide to meet accessibility requirements and reinforce brand identity
- Facilitated clear, cross-functional communication with client and team members by leading meetings, presentations, and demonstrations

UX RESEARCHER

OCT – DEC 2023

Tech Fleet, Remote

- Drafted research plan to help client make informed decisions regarding user behavior
- Created screener survey questions to collect quantitative data
- Developed usability test scripts to optimize the collection of user feedback
- Led moderated user testing to collect qualitative data and understand user needs
- Organized data into affinity maps to define themes for actionable insights
- Collaborated with product and design teams to ensure alignment between research findings and business objectives

MATH AND SCIENCE TEACHER

2020–2022

Round Rock ISD, Round Rock, TX

- Designed and implemented custom digital curriculum programs for 100 participants
- Co-led district initiative aimed at increasing minority users confidence in STEM fields which resulted in a 25% increase over five months
- Communicated biweekly with stakeholders through emails and meetings
- Collaborated across departments to create interdisciplinary lessons and deliverables

MATH INTERVENTIONIST

2018–2019

Manor ISD, Manor, TX

- Designed standards based products to support colleagues and 300+ users
- Improved user outcomes by executing intervention plans based on user research and pain point analysis
- Adapted department resources to include inclusive design practices and accessibility accommodations
- Fostered strong relationships with 80+ students through mentoring and goal setting