

# Kristen Stokes

North Haven, CT | [kstokesdesign@gmail.com](mailto:kstokesdesign@gmail.com) | 203-231-5964 | [LinkedIn](#) | [Portfolio](#)

Creative and results-driven professional with a strong background of management, research and design. Adept at understanding human behavior and leveraging insights to deliver user-centered solutions. Skilled in collaborating with diverse teams to achieve project success while aligning with business objectives. A proven problem-solver and critical thinker with attention to detail demonstrated by a track record of effectively managing multiple projects from concept to completion. Passionate about tackling new challenges and contributing to impactful, meaningful projects.

## Area of Expertise

User Research | Data Analysis | User Experiences | Journey Maps | Mockups | Prototyping | Image Manipulation | Project Management | Market Research | Operations Strategy | Process Improvement | Learning and Development

## Technical Skills

Figma | Sketch | Adobe Photoshop | MS Office Suite | Asana | iOS | Android | Marvel | Slack

## Professional Experience

### Freelance (Research & Management)

May 2024- Present

- Led iterative project cycles, identify pain points, implementing user centered solutions, aligning designs with business goals.
- Conducted comprehensive research, analyzed data using methods such as surveys, interviews, usability testing, field studies, personas, competitive analysis, to name a few.
- Performed heuristic evaluations of existing websites/apps, identifying usability issues, leading to significant reductions in bounce rates, increased user trust and enhanced overall usability.
- Managed project budgets of \$50k+, optimizing resource allocation, and negotiating vendor contracts that reduced costs while ensuring timely project completion.
- Identified and resolved 10+ project bottlenecks, streamlining workflows and reducing delays by 20%, ensuring projects stayed on schedule and met key milestones.
- Fostered client communication, welcomed feedback to enhance collabs, and identified opportunities for follow-up projects.

### UX Apprenticeship

Remote

#### CareerFoundry

December 2022-February 2024

- Conducted user interviews, surveys, and usability tests, driving insights into user behavior and preferences, contributing to informed design decisions and improved user experience.
- Analyzed research findings to refine design strategies, resulting in enhanced user satisfaction and business growth.
- Refined designs through iterative improvements based on research and feedback from mentors and stakeholders, ensuring optimal usability and alignment with project goals.
- Developed interactive and engaging user interfaces, incorporating user feedback to drive user interaction improvements and business growth.
- Completed workshops and training programs to strengthen UX/UI design skills and drive professional growth.
- Managed project timelines across 3+ projects, ensuring 100% on time delivery of actionable deliverables and contributing to a 20% improvement in project efficiency.

### Learning Experience Designer & Manager

Orange, CT

#### Private Clients

January 2002- May 2018

- Documented and analyzed 100+ behavioral patterns through diary studies, developing customized routines that boosted user engagement and improved academic outcomes.
- Designed dynamic programs, fostering cognitive and creative development, enhancing overall growth and learning.
- Lead IT support/analyst, managed network while providing direct support to end-users optimizing performance and efficiency.
- Spearheaded training sessions and provided counseling on personal development, mental health and academic challenges.
- Streamlined and optimized vendor coordination through improved methods reducing service response time by 50%.
- Tracked expenditures and sought cost-effective solutions, ensuring fiscal responsibility and efficient resource allocation.

## **Operations Analyst**

Hamden, CT

### **Private Clients**

September 2014- August 2015

- Coordinated schedules and ensured optimal time management, maximizing productivity and efficiency.
- Provided hands-on technical support, offered personalized training sessions to enhance technology literacy, empowering users to leverage digital tools effectively.
- Collaborated with cross-functional teams to align behavioral solutions with team objectives, resulting in a 30% improvement in overall experience and positive feedback from stakeholders.
- Handled various administrative duties associated with daily activities, maintaining organizational efficiency and effectiveness.
- Resolved issues promptly, demonstrating resourcefulness and effective problem-solving skills to mitigate challenges.
- Organized travel arrangements, accommodations/itineraries, anticipating travel needs, ensuring seamless experience.

## **Business Analyst**

Milford, CT

### **PDM CO**

April 2014 - August 2014

- Developed a comprehensive plan for the orderly closure of business, addressing various aspects of the shutdown process, ensuring a smooth and organized transition.
- Managed sale of assets, organized/documentated inventory, and equipment, maximizing value and minimizing losses.
- Addressed and resolved contractual obligations, including notifying vendors, customers, and employees, ensuring compliance with legal and regulatory requirements.
- Settled financial obligations, outstanding debts, loans, and contractual obligations, mitigating financial risks and liabilities.
- Communicated and contracted vendors to assist in the closure, coordinating external support services as needed.
- Maintained accurate records of the closure process for legal and financial transparency while preparing and presenting final reports to stakeholders, ensuring accountability and alignment with business goals.

## **Projects**

CareerFoundry

AskPronto | Lead UI/UX Designer and Researcher

Expert app for live expert guidance, in real-time, for achieving a greater sense of independence and autonomy for young adults. The app will help reach a broader range of users that may not have access to a support system during the most crucial stages of adulthood.

- Utilized analytics, identified pain points, resulting in targeted design improvements, led to a 20% increase in overall user satisfaction and usability.
- Ensured accessibility by embracing inclusive design principles, prioritizing user empathy and understanding diverse perspectives, challenges and preferences.

CareerFoundry

ThinkHIVE | Lead UI/UX Designer

Collective learning app, students can foster connections within their specific field to promote motivation and engagement in their prospective studies. Connecting students, facilitating peer-to-peer learning, support, and feedback.

- Lead agile iterations per sprints creating mvp pain points in user flows, resulting in targeted design improvements that led to a 20% increase in overall user satisfaction and usability.
- Implemented UI enhancements that optimized user workflows, cutting task completion time by 50% and improving productivity and user satisfaction.

## **Education**

**Certificate in UX Design, User Interface** | CareerFoundry

**Immersion in American Sign Language** | Northeastern University

**Classes in American Sign Language** | Northwestern CC

**Bachelor of Science in Psychology** | Sacred Heart University