

# Kristen Casaubon, UX Designer

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I am UX designer with an empathic passion for people, communication and intuitive designs. Adept at using qualitative research results to drive design decisions, I thrive while navigating complex systems, identifying user pain points, creating user stories and developing user-focused design solutions. I am actively pursuing my next opportunity to make a positive impact in the world.

**Key skills:** Figma | Accessibility | User/Usability Research | Design Thinking | Adobe Illustrator | WordPress | HTML/CSS | JavaScript

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## UX/UI Experience

### Kristen Casaubon, Freelance

#### AMD Atelier - Austin, TX

UX/UI services and support to clients of AMD Atelier

- Provided Figma design services for large Data Management company
- Identified current components in established webpage and developed component library for above mentioned company
- Communicated regularly with team for updates, iteration and feedback to continue moving forward with best practices and positive progression toward business goals

#### North Star Business Intelligence Systems, LLC - Austin, TX

Designed and delivered onboarding tutorial prototype for trucking industry safety technology

- Designed in-app animated onboarding tutorial prototype using Figma to provide informational user education for handsfree cloud based technology
- Established copy, visual design and prototype interaction development based on UX best practice and alignment with company objectives
- Iterated visual design, copy and prototyping functionality based on regular communication with North Star team

#### Sassy Biker Sisters - Canton, NC

Designed and tested app and website to maximize user engagement in the women's motorcycle community

- Designed mobile app using Figma to create intuitive and engaging app for women's motorcycle podcast
- Identified pain points and challenges with user research and usability testing to create dynamic design
- Conducted usability testing to craft final prototype of app, ensuring ease and enjoyment of use
- Redesigned website for women's motorcycle podcast for Sassy Biker Sister brand alignment

### **Empower Occupational Therapy - Austin, TX**

Designed, developed and tested website to foster positive client engagement with low-vision community in Austin, TX.

- Developed responsive, accessible website for low-vision OT organization
- Strategized with founder to define and develop content, copy and brand messaging
- Conducted qualitative usability testing to assess accessibility of website using screen readers

### **Seasons of Life Supportive Care - Austin, TX**

Designed & Developed web-site for Physical Therapy/Death Doula practice using HTML/CSS/Javascript

- Strategized with founder in design process to deliver intuitive and responsive website
- Guided founder through the development process ensuring confidence and effective communication throughout development process

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## **Previous Experience**

### **Camp Gladiator - Austin, TX**

### ***Bootcamp Fitness Instructor/Business Owner***

- Established and ran successful bootcamp startup location
- On-boarded and retained 100+ new clients in 8 months
- Designed, implemented and marketed comprehensive fitness experience based on best practices and client feedback

### **All Children's Hospital, St. Petersburg, FL**

### ***Medical Social Worker/Clinical Coordinator***

Provided empathic crisis intervention, discharge planning and supportive counseling to patients and families and clinical supervision to newly graduated social workers

- Acted as Cerner Social Work liaison and trainer to develop and design, develop and initiate All Children's first electronic medical record system.
- Conducted interviews to assess client's inpatient and outpatient needs based on psychosocial assessment.
- Collaborated with medical team to design discharge plans to meet positive outcomes for patients, providing resources and community service referrals to drive optimal health and wellness goals.

## **Education and Training:**

### **You Are TechY - UX Education Path**

- Participated with UX cohort to learn, implement and master skills, strategies and UX best practices.
- Ongoing mentorship and guidance from Senior UX Designers/Developer/Project Managers

**Master's Degree** - Social Work - *Florida State University, Tallahassee, FL*

**Bachelor's Degree** - Social Work - *Florida State University, Tallahassee, FL*