



# KRISTA FEIERABEND

UX/UI & VISUAL DESIGNER

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 kristafeierabend.com

 linkedin.com/in/kristafeierabend

## SKILLS

### DESIGN

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Sketch 3  
Invision  
Invision Studio

### PROCESS

User Research  
Competitive Analysis  
Information Architecture  
Interaction Design  
Useability Testing  
Wireframing  
User Interface Design  
Prototyping  
Visual Design

### TECH

HTML  
CSS

### TRACKING

Jira  
Confluence  
SmartSheet  
Trello

## EDUCATION

**GENERAL ASSEMBLY**, New York, NY  
**User Experience Design Immersive (UXDI)**  
Graduated: November 2015

**ACADEMY OF ART UNIVERSITY**,  
San Francisco, CA  
**Master of Fine Arts: Advertising**  
Graduate level courses taken towards  
January 2008 – December 2009

**LIU, SOUTHAMPTON COLLEGE**,  
Southampton, NY  
**Bachelor of Fine Arts: Graphic Design**  
Graduated: December 2004

## HEAD OF DESIGN

*Connexient, New York, NY – 7/19 - Present*

- Lead design efforts across individual products, from concept to final execution. (Android, iOS, Mobile Web, HTML Web/Kiosk platforms & CMS Dashboard)
- Direct product roadmap meetings while providing user flows, wireframes, site maps, customer journey maps, interactive prototypes, and other tools for helping the team make product decisions.
- Develop project documentation such as project plans and functional specifications.
- Own and manage team workflow and assignments from concept to completion.
- Oversee Connexient internal branding and product marketing,

## LEAD PRODUCT UX/UI & VISUAL DESIGNER

*Connexient, New York, NY – 4/16 - 7/19*

- Create high-fidelity mockups and work with engineers and product managers to oversee UI design implementation, while also serving as an advocate for design in strategic product decisions.
- Coordinate teams of consultants, designers, information architects and web developers to resolve project challenges.
- Responsible for Client Implementation for White Label Products

## GRAPHIC DESIGNER

*Williams Lea, onsite at Pfizer Inc., New York, NY – 6/11 - 3/15*

- Produced high quality and effective design solutions for projects including, but not limited to, newsletters, brochures, print and online ads, invitations, banners, posters, promotional merchandise, infographics, and signage.
- Maintained Pfizer Corporate brand standards across all organizational communications as appropriate.
- Maintained high standards of service excellence both within the marketing and communications team and with internal Business Unit clients.
- Proactively drove multiple projects with the same degree of priority, from concept to completion in a fast-paced environment under tight deadlines.

## GRAPHIC DESIGNER

*Castle Connolly Graduate Medical Publishing, Ltd, New York, NY – 3/07 - 9/10*

- Responsible for the layout/design and typesetting of 15 Educational Review Manuals in various medical specialties for the purpose of studying for the Board Exams in addition to digipaks and direct mailers.
- Maintained workflow of schedules, edits and final file collection while working with printers/vendors.
- Assisted in the updating and layout of Castle Connolly's America's Top Doctors and America's Top Doctors Metro New York Area.

## FREELANCE

### UX/UI DESIGNER

*FINDMINE, New York, NY – 10/15*

- Redesigned the live FINDMINE merchandisers' admin interface page which allows merchants to add, view, and bulk edit hundreds of products at a time, while considering who the end user is, and the tools they will need to complete their tasks.
- Created research reports, user stories, user flows and personas.
- Responsible for wireframing and clickable prototypes.

## CONTRACT

### COMMUNICATIONS COORDINATOR

*Arkansas-Oklahoma Lutheran Synod, NY – 07/19 - Present*

- Work with the synod staff to develop, implement, and evaluate an annual communications plan for the AR-OK Synod.
- Coordinate efforts for promoting the events, programs and activities of the Synod.
- Identification, generation and coordination of resources for communicating the mission and ministries of the Arkansas-Oklahoma Synod to individuals, congregations, organizations and the wider community.
- Work with area media outlets to share the mission and ministry of the Arkansas-Oklahoma Synod.
- Develop and maintain content for the Synod website, Facebook and other social media, Weekly News and other synod communication pieces.
- Serve as a resource to congregations and leaders within the synod who are interested in developing communication strategies.
- Work with synod staff and planning teams to coordinate communications before, during and after Synod Assembly.

### DIGITAL & SOCIAL MEDIA STRATEGIST

*Food Services Group, Westchester, NY – 04/19 - Present*

- Serve as the lead expert and advisor for all media and digital developments and roll outs.
- Build FSG's current media pages including the development of LinkedIn, Facebook, Website, YouTube and other social media outlets.
- Lead innovator, creative director, media influencer and content developer.
- Generate, edit and publish daily content to appropriate social media channels.
- Provide social media guidance and expertise for specific marketing or ad campaigns.
- Work closely with the CEO to further develop FSG's digital media strategies, develop presentations and other consumer-facing content for future business.
- Develop customer and electronic newsletters for marketing purposes.
- Act as a primary liaison with our current partners, prospective partners, community members and organizations to further advance the mission of FSG.

## WEB DESIGN

*Web design projects created from concept to final launch*

notanothercookingshow.tv  
sunvixen.com  
greenparrotbar.com  
unitedcarpentrynj.com  
lashplicity.com  
pinecrestllm.org  
demilialaw.com  
shineintheheights.com  
easternrodworks.com  
14744hornsbyhillroad.com  
vitapura.com  
hobokenmontessori.com  
jseinteriors.com  
ascensionwellnessnj.com  
northforkbbq.com  
koinonianyny.org  
remedymassage.com  
bobandjourney.com  
johnclarkson.com  
purelylashes.com.au  
cresthillacademy.com  
llsmindset.com  
larryandcricket.com  
wintertimeout.ca  
breathemovementstudio.com  
meghanannejones.com  
abodestagingnyc.com  
sihnyc.org  
lauriegraff.com  
greencountrydentalarts.com  
dukespawsandclaws.com  
stonecreekbldrs.com  
alfredginggold.com  
homedesignsbytinamarie.com  
kristasdesignstudio.com  
pcpaladians.com (site inactive)  
allbetzonstewart.com (site inactive)  
garygmassage.com (site inactive)