KRISTI ALLEN

612-703-7472 / kmallen395@gmail.com

An accomplished Principal UX Designer with over a decade of experience shaping seamless, user-centered digital, and creative experiences. Adept in design thinking, rapid prototyping, and crafting strategic solutions that consistently boost user engagement. With a strong foundation in visual design, I specialize in delivering award-winning interfaces and scalable design systems that are both efficient and aligned with brand identity. Recognized for mentoring emerging talent and effectively leading cross-functional teams to achieve meaningful, user-focused outcomes.

EXPERIENCE

Principal UX/UI Designer
iTradeNetwork / Sep 2022 – Present
Established a design system refresh for the entire SaaS platform. User interviews, contextual inquiries, prototyping, stakeholder and client presentations. Mentored team of designers.

Visual Design Lead
Entrust / Jan 2020 – Sep 2022
Complete redesign of corporate website, partner portal, and several applications, starting with the creation of a design system and pattern library for organization. SaaS application design and standardization, mobile apps, and custom modules used for sales and user education.

Product Designer
Thomson Reuters Elite / Feb 2018 – Jan 2020
Responsible for several SaaS product lines for legal professionals that included native mobile apps and web-based software. Brought all software into new UI system per 3E Elite brand standards.

Design Director
John Wiley and Sons / Feb 2015 – Sep 2017
Design and UX leadership, working across the organization with stakeholders, subject matter experts, and engineers to deliver high-quality products. Focus on branding and design direction, wireframing, interaction design, prototyping, visual design, and documentation for our various products, platforms, and websites.

Digital Design Lead
Prime Therapeutics / Sep 2012 – Feb 2014
Improved user experience through visual design and design direction for healthcare websites, from concept to execution. Worked closely with external agencies, strategists, consultants, user experience, marketing, and engineering teams.

More experiences on LinkedIn

SKILLS & COMPETENCIES

- Cross-functional Team Leadership
- Figma and Adobe Creative Suite mastery
- IA and interaction design
- Data-driven design decision making
- Stakeholder management, presentation, and communication
- Prototyping and Wireframing
- Design Systems development and management
- AI-assisted UX design
- Accessibility and inclusive design
- Design mentorship
- Highly collaborative work style
- Visual design & branding
- Basic knowledge of CSS/HTML

EDUCATION & TRAINING

- UX/UI for AI Products course, Stanford University
- UX Certified, UXAcademy/Designlab
- Usability Week, NN/g, NYC
- Visual Design Certified, CooperU, San Francisco
- Bachelor of Arts in Anthropology, University of Minnesota