



*Kristin Rader*

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## PROFESSIONAL EXPERIENCE

### REAL GEEKS

MARCH 2024 - PRESENT

#### PRODUCT DESIGNER

- Facilitate user research and usability testing, discover pivotal insights, and document key findings
- Prototype ideas to bring concepts to life and illustrate clear flows
- Participate in discovery activities, generate ideas, and help create solutions
- Craft simple solutions to complex user problems

### REAL GEEKS

OCTOBER 2022 - MARCH 2024

#### MARKETING INTERACTION DESIGNER

- Streamline communication with our team to achieve design goals
- Collaborate with devs to create unmatched web experiences
- Create engaging marketing graphics
- Effectively communicate with product team to successfully initiate and advertise new features

### STEP 5 CREATIVE

JUNE 2019 - SEPTEMBER 2022

#### WEB DESIGNER

- Owned marketing strategy on a small, collaborative team
- Implemented SEO solutions for our clients
- Built custom websites for clients through turning their business goal into a unique online experience

### CRAYOLA

FEBRUARY 2019 - MAY 2019

#### CREATIVE SERVICES INTERN

- Worked hands-on with all stages of production to spearhead new packaging designs
- Created digital designs for Crayola's new product launch
- Learned and followed brand standards throughout

### BLUE MOUNTAIN RESORT

JUNE - AUGUST 2018

#### GRAPHIC & INTERACTION DESIGN

- Created enticing digital ads and collateral
- Conducted user research interviews with resort guests
- Collaborated directly with social media team to refine and schedule ads

## EDUCATION

MORAVIAN COLLEGE AUGUST 2015 - MAY 2019

B.A. GRAPHIC & INTERACTIVE DESIGN

MINOR MARKETING MANAGEMENT MAGNA CUM LAUDE

DEAN'S LIST : FALL 2015, SPRING 2017, FALL 2017, SPRING 2018, FALL 2018, SPRING 2019

## HONORS & INVOLVEMENT

PHI ETA SIGMA NATIONAL HONOR SOCIETY

MEMBER OF CORRESPONDENT COMMITTEE

SPRING 2018

KAPPA PI HONORARY ART FRATERNITY

MEMBER

SPRING 2018

## SOFTWARE PROFICIENCY

FIGMA, FIGJAM, MIRO, MAZE, PHOTOSHOP, ILLUSTRATOR, INDESIGN, INVISION, HUBSPOT, JIRA, SHORTCUT

CORNELL UNIVERSITY

CERTIFICATION USER EXPERIENCE DESIGN, HCI

MAY 2022 - SEPTEMBER 2022

HARVARD BUSINESS SCHOOL

CERTIFICATION DESIGN THINKING & INNOVATION

OCTOBER 2023 - NOVEMBER 2023

## SKILLS

UX/UI DESIGN

WEB DESIGN

USER RESEARCH

GOOGLE SEO

PROTOTYPING

HTML & CSS

DATA ANALYSIS

JAVASCRIPT

USABILITY TESTING

MARKETING MANAGEMENT