

Kristie Cordon

kristie.cordon@gmail.com
(954) 699-5845
kristiecordon.com

Experience

Email Designer/Developer — Synchrony

Remote | June 2026 – Present

- Designed modular, reusable email template libraries in Figma, aligning components to brand standards
- Built scalable component-based design systems with tokenized styles, supporting consistent visual output across dozens of campaign templates while reducing production time per asset
- Prepared production-ready email layouts optimized for handoff to Zeta, applying responsive layout principles and accessibility best practices including semantic hierarchy and sufficient color contrast
- Partnered with creative operations, marketing, and technical partners to identify production blockers and propose workflow improvements

Freelance Graphic Designer — Kristie Cordon Design

Remote | 2020 – Present

- Designed 100+ digital assets, including web banners, display ads, and paid social media posts, for seasonal and holiday campaigns
- Collaborated with cross-functional teams to align visual design with audience behavior, messaging strategy, and user goals
- Clients include Dow Jones, Verizon, Amazon and Kate Spade New York

Senior Visual Designer — Fetch Pet Insurance

New York, NY | February 2023 – November 2025

- Led the development of an email design system, defining type styles, variables, components, and templates, reducing design time by 55% and development time by 70%
- Partnered cross-functionally with product, development, and brand to design UX-driven components (dark mode, live text, dynamic content) aligned with platform constraints
- Iterated on landing pages, lifecycle journeys, and self-service experiences, balancing usability, performance, and visual clarity
- Maintained Figma libraries and documentation to support efficient handoff

Brand Designer — Meta

New York, NY | June 2021 – June 2022

- Collaborated with product design and product marketing to translate complex UI into polished marketing assets
- Contributed to brand system evolution and documentation, ensuring consistency across product and marketing surfaces
- Supported storyboarding and motion concepts for product education videos across global markets

Education

General Assembly

Certificate in **User Experience Design**

Syracuse University

B.S. in **Graphic Design, Information Management + Technology**

Skills

UX/UI

Research
User flows
Wireframing
Prototyping

Visual

Brand identity
Art direction
Design systems
Production

Software

Figma
Adobe CC
Framer
Webflow

AI

Figma Agents
Figma Make
Claude
Midjourney