

Kristin Rader

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Product Designer & Researcher with 7 years of experience creating intuitive, high-impact digital experiences grounded in user research. I partner with product and engineering teams to turn user insights into thoughtful, polished designs that drive measurable results.

Professional Experience

Real Geeks / CINC

June 2025 - October 2026

Lead Mobile Designer

- Led the end-to-end redesign of MoveTo, restructuring mobile home search around user intent and clearer discovery paths. After launch, active users increased 368% and interaction events rose 874%. Targeted mortgage calculator and scheduling pages also saw week-over-week view increases of 112% and 109%.
- Led a mobile VoIP dialer design sprint, synthesizing agent interviews into streamlined call flows and features including recording, AI summaries, and post-call notes. Adoption rose from 8 to 291 unique agents across comparable 12-day periods, with 3,400+ calls placed after launch.
- Reframed the agent lead dashboard around actionable follow-up: reduced four competing stat panels to two, organized tasks by communication channel, and added inline actions. Used agent feedback to select a direction from four AI-generated concepts.
- Led weekly mobile design reviews to align work, critique solutions, track progress, and address blockers with product and engineering partners.
- Owned the iOS and Android mobile design system, establishing consistent interaction patterns and collaborating with engineering and QA to maintain implementation fidelity.
- Accelerated early design exploration with Lovable, Google Stitch, and Visily, generating low-fidelity prototypes to compare approaches and test ideas before refinement.

Real Geeks

March 2024 - June 2025

Product Designer

- Led 30+ customer interviews to uncover user pain points, validate feature direction, and identify usability issues; translated findings into actionable design opportunities.
- Built a continuous discovery framework in FigJam to capture feedback, track recurring pain points, and synthesize research into prioritized product opportunities.
- Created an end-to-end, high-fidelity prototype for a gamified home search concept in one day, collaborating with product managers from ideation through presentation.
- Partnered across Agent Tools and Lead Tools product teams to refine in-flight designs and maintain alignment through delivery.

Real Geeks	October 2022 - March 2024
Marketing Interaction Designer	
- Designed and ran A/B tests on homepage variations in HubSpot, using engagement data to refine UX and optimize conversion performance. - Established company-wide brand guidelines to improve consistency across digital products, marketing, and customer-facing communications. - Collaborated across product, marketing, sales, and training teams to design launch assets and materials supporting go-to-market initiatives.	

Step 5 Creative	June 2019 - October 2022
Web Designer	
- Owned end-to-end design and delivery of custom websites at a fast-paced startup, spanning UX/UI, responsive front-end development, branding, and project coordination. - Partnered directly with clients to uncover business goals, establish requirements, and translate feedback into tailored website experiences from discovery through launch. - Maintained and improved long-term client websites, resolving usability and technical issues while applying keyword research and on-page SEO to strengthen search visibility.	

Skills

Product Strategy & Discovery, User Research, Usability Testing, Journey Mapping, Interaction Design, Mobile UX/UI, Design Systems, Prototyping, Wireframing, AI-Assisted Design, Continuous Discovery, A/B Testing, Data-Informed Design, Cross-Functional Collaboration, Agile / Scrum

Tools & Technologies

Figma, FigJam, Google Analytics, Maze, Fullstory, App Velocity, Claude Design, Flowstep, Replit

Education

Moravian College	August 2015 - May 2019
B.A. in Graphic & Interactive Design	
Cornell University	May 2022 - September 2022
Certificate in UX Design & Human-Computer Interaction	
Harvard Business School	October 2023 - November 2023
Certificate in Design Thinking & Innovation	
Designlab	January 2026 - February 2026
Certificate in AI for UX Design	