

CONTACT

✉ kristen@kristensturdivant.com

☎ +1 (615) 347-9981

🌐 kristensturdivant.com

🔗 [Link to portfolio](#)

EDUCATION

Springboard

UI/UX Design Certification

2022 - 2023

Returned to school to refine visual design and UX skillsets. Built portfolio through working with real companies on industry design work and multiple capstone projects.

Belmont University

B.B.A. Entrepreneurship

2014 - 2017

Magna Cum Laude
3.79 GPA

SKILLS

Wireframing
Prototyping
Design Systems
Visual Design
Brand Guidelines
Design Thinking
Interaction Design
Empathy Mapping
Visual Storytelling
User Flows
Usability Testing
User Research
UX Writing

TOOLKIT

Figma	Canva
Adobe XD	Sketch
Miro	InVision
Figjam	Asana
Adobe Creative Suite	GSuite
ChatGPT	MidJourney

KRISTEN STURDIVANT

UX/UI Designer

WORK EXPERIENCE

DESIGNER AND CONTENT CREATOR

Sunshine Curators, LLC (self-employed)

2020- 2023

- Founded and managed a successful digital agency for 3 years, overseeing end-to-end design projects, from concept development to final delivery, resulting in high client satisfaction and repeat business.
- Create unified digital content for businesses through design thinking, storyboard development, competitive research, visual design strategies, design systems, brand style guides, site-flows, and mock-ups in Figma
- Executed organic social media strategies on Facebook, Instagram, and Twitter, consistently delivering approximately 50% quarterly increase in engagement rates, enhancing customer experience and brand visibility.

UX DESIGNER

Crease Pro AI

2023

- Designed a user interface for a fitness training app with 8000+ users, resulting in increased user retention by 30% in 2 months.
- Built prototypes, gamification, conversational user interfaces, mock-ups, wireframes, and design system based on 30 usability studies
- Led a cross-functional team of 3 members and collaborated with executives to ensure design solutions aligned with business objectives

VISUAL DESIGNER AND CONTENT CREATOR

F45 Training (Contract)

2022-2023

- Designed captivating marketing collateral, including videos and visual content, resulting in features of marketing materials in Horizon West Happenings News publication, amplifying brand presence and reach in the Winter Garden, FL community
- Completed end-to-end redesign of global fitness app utilized by 1750 gyms worldwide and received 95% satisfaction rate from user tests
- Established user personas, conducted usability tests on 35 users, and designed wireframes and high-fidelity prototypes utilizing Figma
- Created visual content for web and social media marketing collateral which increased engagement rates by 150% in 3 months

RECREATION COORDINATOR

Walt Disney World Resort

2018-2020

- Led a team of 200 employees, overseeing daily operations and interactive activities at a resort recreation area hosting 5000 guests weekly
- Designed and executed captivating marketing collateral using Adobe Creative Suite and Canva, effectively reaching resort guests weekly with communications and event promotions.
- Successfully introduced innovative ideas during the pandemic, including a socially-distanced Halloween scavenger hunt that received phenomenal guest satisfaction.

MARKETING COORDINATOR

Freedom's Promise

2014-2018

- Developed and executed targeted social media marketing campaigns, increasing social media following by 300% within one year
- Designed marketing collateral that effectively helped reach a broader audience and raised awareness for humanitarian efforts in Cambodia