

## KRISTEE ROSENDAHL

*Experience Design & Development  
for our digital world*

# EXPERIENCE AND EXPERTISE OVERVIEW

## Strategic Design

Expertise and understanding of how to successfully champion vision while translating it into coherent and implementable design and development plans. Ability to apply the strategic combination of business rules, technology and product marketing goals to products and supporting services, developed as comprehensive systems.

- **Strategic design roadmaps** for new and continuously improving products or services
- The tools and **techniques to communicate** and visualize projects and ideas
- Implementation strategies, **guidelines** and **methodology**
- **Integration** of branding and convergent issues across channels
- Cross-company and cross- functional **design and development planning**

## User Experience

Ability to quickly and successfully synthesize the values and concerns of users into application design. Can integrate information architecture, interaction design, content needs, user research and visual branding to address all customer points of contact. As a user advocate, understand and articulate to teams appropriate high-level models of interaction necessary to differentiate architect and scale the product through the development, communication and service lifecycle.

- **User profiling** to uncover basic design principles and constraints
- **Storyboarding and sketches** to articulate the vision to company and customers
- Look and feel **style guides** that articulate guidelines and tactical direction
- **Prototyping** to efficiently and inexpensively guide design solutions
- **Usability testing** to verify and identify key issues and priorities

## Interface Design and Engineering

20 years experience working closely with engineering teams. Skill in gathering and constructing UI “blueprints” for application architectures that match business, engineering and usability requirements. Articulate, publish and promote UI Requirements as an accessible standard across teams: engineering, design, user experience, product management, marketing and documentation.

- **Task flows** of key user interactions
- **Page schematics** that inventory all elements and features needed
- **UI Requirements and specifications** that articulate the front end application
- Implementable **visual and graphic design solutions** that address look and feel of entire product
- Communication and publishing **processes** that enable whole teams to share knowledge

## Product Development and Management

Experience in all facets of product development, enabling quick diagnosis of key areas of need with recommendations to improve overall quality of product. Can build plans to augment existing or new product development approach. Experience in managing process, people and teams, with ability to bring working groups – engineering, design, marketing, -- together to build a unified and successful business and product.

- Cross-functional **team** and cross-**product management**
- Tactical and operational **requirements**
- Development and **delivery plans**
- Rapid development **processes**
- Tactical **decision-making** and closure

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