

# KRISSY PORTER

DIRECTOR OF PRODUCT DESIGN 📍 UNITED STATES 📞 2672429456

## ◦ DETAILS ◦

United States  
2672429456  
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## ◦ LINKS ◦

[UX Portfolio](#)

## ◦ SKILLS ◦

Leadership Skills  
Product Design  
User Research  
FIGMA  
Full Story  
Email Design  
Adobe Creative Suite  
Responsive Design  
WCAG Certified

## ◦ HOBBIES ◦

Horseback riding, mountain biking and traveling.

## 👤 PROFILE

Accomplished Lead Product Designer with nearly 20 years of experience in Product, UI/UX design, web design, and brand identity. Certified in Web Content Accessibility Guidelines (WCAG) and adept at collaborating cross-functionally to deliver cohesive user experiences. Experienced in driving brand identities and producing creative content across multiple channels.

## 📁 EMPLOYMENT HISTORY

### Lead Product Designer at Valimail

June 2021 — Present

Lead user research efforts to identify and validate user needs for the application. Collaborate with cross-functional teams to brainstorm, critique, iterate, and validate feature design solutions. Contribute to evolving design systems to ensure a seamless and accessible user experience. Build Valimail's reputation for user-friendly DMARC, BIML, and email monitoring experiences.

- Collaborated with product and engineering teams to identify and implement product improvements based on customer feedback
- Demonstrated excellent product knowledge and provided tailored product recommendations to customers
- Assisted customers with product inquiries, providing accurate and detailed information about product features and benefits
- Developed and maintained design system that ensured consistency across all visuals

### UX/UI Designer at Neat Capital

November 2019 — June 2021

Develop and drive brand identities across Neat Capital brands. Collaborate with copywriters, sales personnel, and marketing teams to produce creative content for loan officers, social platforms, websites, and applications. Design UI/UX for the Neat Capital admin and borrower dashboard and websites. Develop and drive brand identities across Neat Capital brands.

- Optimized the front-end user interface for improved UX/UI, resulting in a 20% increase in user engagement
- Developed and maintained style guides that ensured consistency across all visuals

### Digital Art Director at Integer

October 2016 — October 2017

Responsible for the visual design and creative direction of Starbucks marketing campaigns, promotional materials, product packaging, and in-store displays. Worked with the marketing team and other creative professionals, such as graphic designers, copywriters, photographers, and stylists, to create visually compelling and effective marketing materials that align with Starbucks' and Seattle's Best brand identities.

- Collaborated with marketing team to launch a successful digital marketing campaign that increased social media engagement by 80%
- Developed creative concepts and designs for a variety of projects, including websites, print collateral, and digital marketing campaigns
- Developed and maintained style guides that ensured consistency across all visuals

### Product + Digital Designer at E & J Gallo Winery

April 2015 — October 2016

Established digital and social media departments and created policies and procedures to guide the work within these departments. Designed social media campaigns, brand websites, and applications for established brands. Worked closely with various stakeholders within the organization, including marketing, communications, and IT teams, to understand their needs and goals for digital and social media. Ensured that all work aligns with the organization's overall strategy and brand identity.

- Demonstrated excellent product knowledge and provided tailored product recommendations to customers
- Developed and maintained style guides that ensured consistency across all visuals

### **Product Designer | Digital Art Director at Self Employed/Freelance**

May 2005 — February 2021

Designed and art directed for a variety of companies including SeriesFest, Biennial Festival, Northwestern University, Fred Meyer, PDX Jazz, Origany, small boutique design/digital agencies, small businesses, and many more. Work includes website design UX/UI through completion, campaign art direction, brand design, logo design, print design, social media design, and much more.

### **Web Designer at AlphaCard Systems**

February 2021 — February 2021

Redesigned multiple websites, including checkout design, to improve conversion rates. Collaborated with a developer, copywriter, and SEO person to increase conversion rates by over 50% in one iteration. Used data and analytics to understand user behavior and redesign the website to be more user-friendly.

### **Art Director at Panzano & Partners**

February 2007 — February 2009

Responsible for the print design and brand identity of 38 clients. Concept, develop and pitch campaigns. Art direct both photo and video shoots.

- Researched and stayed up-to-date on design trends in order to create innovative and eye-catching visuals
- Developed and maintained a library of brand assets, ensuring that all materials were easily accessible and up-to-date
- Developed and maintained style guides that ensured consistency across all visuals

## EDUCATION

### **BFA Graphic Design, Moore College of Art & Design, Philadelphia**

August 2001 — May 2005