

## **KRISTA VAN GUILDER • UX Design Lead**

kvgcreative@gmail.com • www.kvgcreative.com

I'm a UX Design Lead by day and a guitarist in a rock band by night. I help teams in the science and engineering space to better understand their customers and guide them to solve the right problems, build the right thing, and ship on time. I sweat the details and ensure communication lines are always open every step of the way while breaking down silos, all so we can deliver an experience that delights customers and improves their lives.

### **PROFESSIONAL EXPERIENCE**

#### **Principal User Experience Designer: MathWorks, Natick, MA • January 2021–Present**

Leading the design and implementation effort to create a new design system for the company utilizing Figma and WordPress while training a large 40+ person UX team on Figma. Leading the color accessibility effort by creating and applying a new color palette to our flagship products in preparation for a major release of a dark theme. Providing additional design consultations to other designers and dev teams for multiple additional projects across the company including a full icon redesign effort, various component updates, and incremental redesigns of acquired products to bring them inline with the MathWorks brand.

#### **Senior User Experience Designer: Thermo Fisher Scientific, Waltham, MA • August 2015–January 2021**

Was responsible for the information architecture, visual design, and interaction of user interfaces for touch screens, traditional control panels with graphical overlays, companion desktop software and mobile apps, and the Cloud for a multitude of scientific products both exclusive to the company, private-labeled, and OEM. Worked closely with both internal and external multi-disciplinary global teams to gather requirements, identify user needs, and survey the competitive landscape. Facilitated workshops and working sessions, both in-person and within virtual environments. Created concepts and prototypes for usability testing, and documentation and asset generation for final development in addition to managing and mentoring a small team of UX designers. Supported product development from project inception to final launch while owning the design schedule from a project management perspective. Was involved in strategy planning for products and design implementation while continuing to lead the development of the premier brands visual identity and design systems from a product perspective while maintaining consistency with the company brand. Continuously educated new teams on the importance and benefits of user-centered design while consulting on additional projects within the company including redesigns to acquired products to bring them inline with the brand visual design language.

#### **Manager of Media and Design: Massachusetts Institute of Technology (MIT), Cambridge, MA • April 2002–July 2015**

Art director responsible for the concept creation, design and project management of various web, print, and environmental related projects for the Research Laboratory of Electronics (RLE) at the Massachusetts Institute of Technology (MIT). Project deliverables included visual design and front-end development of WordPress responsive websites, UX/UI and visual design of custom internal application systems in collaboration with internal IT and Finance teams, logos, brochures, posters, digital advertisements, promotional, and way-finding materials. Art directed photo and video shoots and managed external developers and writers, while overseeing that all touch-points supported the RLE and MIT brands. Worked with the Director of the Laboratory to ensure communication strategies aligned with business goals. Projects ranged in scope from smaller outreach group projects to large campaigns for several multimillion-dollar funded research centers managed through the laboratory.

#### **Graphic Design Consultant: KVG Creative, Worcester, MA • August 2001–April 2002**

Involved with many projects including identity work, print collateral, web site design and maintenance. Responsible for information gathering, creative direction, production, and client and project management.

#### **Senior Experience Designer: ZEFER, Boston, MA • July 1999–August 2001**

Led the creative vision and implementation of client-based web projects in a mid-sized interactive agency. Focus on visual design of user experiences while working in a multidisciplinary team environment for clients in the retail, travel, and construction industries.

#### **Associate Designer: Ark Studios, Boston, MA • September 1998–July 1999**

Focus on front-end web development and design in a small Boston-based interactive agency while reporting directly to the Creative Director/Principal Owner.

## SKILLS

- Knowledge of both Macintosh and Windows platforms.
- Extensive knowledge of the entire Adobe Creative Suite, Sketch, Axure, Zeplin, Figma, Miro, the Microsoft Office Suite, HTML/CSS and WordPress.
- Familiarity with PHP, Javascript, and the MATLAB programming language
- Early adopter of Generative AI
- Strong troubleshooting, problem solving, time management and organizational skills.
- Good communication and writing skills.
- Ability to lead teams through creative sessions, manage and mentor staff, and juggle multiple projects.
- Comfortable working in both a team environment and alone.
- Excellent project management and presentation skills.
- Quick learner comfortable with adapting to new programs and workflows with an ability to grasp complex workflows quickly.

## AWARDS

2007, 2008, 2009, 2010 Graphic Design USA, American Graphic Design Awards

## PATENTS

Display Screen of a Biological Safety Cabinet with Graphical User Interface;  
Patent date: Issued Dec 24, 2019; Patent issuer and number: us US D870,739 S

## EDUCATION

### **M.A. in Graphic Design**

New England School of Art and Design at Suffolk University, Boston, MA. Graduated Fall 2013

### **B.S. in Communications/Media with Concentrations in Graphic Design and Multimedia**

Fitchburg State College, Fitchburg MA. Graduated June 2000

### **Continuing Education in UX**

Interaction Design Foundation (IxDF) and the Nielsen Norman Group