KRISTINE JACKSON

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Summary

Senior/Principal user experience designer and manager with 15+ years experience in mobile and web apps, hardware and service design. I believe in empathy for the customer, candor, friendliness, storytelling, simplicity, launching and learning, data-driven design, ownership, white-space and design consistency.

Experience

RevRoad
Design Contractor
Feb 2024 - Dec 2024

- Audited designs for early stage startups identifying UX gaps and shortcomings
- Ideated on game-changing feature sets for their market and product space
- Strategized feature priorities in conjunction with marketing and engineering
- Consulted teams on best design systems for their product and context
- Redesigned app websites crafting new user flows and features
- Planned and conducted usability testing and user research
- Partnered with developers to ensure accurate and high quality release of product
- Clients included: duetpartner.com, citruspear.com, kindredbox.com

Stagebase
VP of Product & Design
Nov 2021 - Jan 2023

- Matured the design of an early stage B2B SaaS web app (stagebase.com)
- Partnered with C-suite to define the product and prioritize new features
- Scaled product adding key functionality and integrations
- Refined design system and improved information architecture
- Recruited and managed overseas design contractor to grow team

Meta
Product Designer
Feb 2019 - Oct 2021

- One of four designers responsible for Facebook Dating within FB app
- Launched product in Brazil, US, and Europe
- Promoted to Dating X-Pillar Design Lead overseeing Profile, Ranking, Matching and Engagement experience
- Partnered in conducting Dating Vision Workshop to create an aspirational future in order for Dating team to achieve our 2021 goal of winning in the U.S.
- Won top recognition for the Identity team in dogfooding, reporting more than 200 issues in one month
- Created designs for video dating, profile integration with Instagram, Sparks (super likes), a more inclusive gender identity and preference flow, and more...
- Refreshed design with focus on accessibility and craft updating 75+ pages resulting in +11.5% lift in user profile updates, as well as fewer account deletions via increased account pausing, and active weekly +2%

Amazon
Design Lead | Amazon Key
2016 - 2019

- Launched Amazon Key Home & Garage - access for household and delivery
- Liaised with 3P lock, camera, garage and service vendors to build strategic smart home solution with business impact
- Full stack designer from concept to delivery touching all points of the experience
- Led vision and strategy for hardware, software, and service design with focus on building a scalable platform, raising the CX bar, and insisting on visual polish
- Mentored junior designers and managed recruiting efforts for design team.

Design Manager | Amazon Music
2014 - 2016

- Lead designer for Music across all generations of the Fire Tablet portfolio and Music team representative with Amazon Echo and Fire TV teams
- Redesigned Prime and Library search for web and desktop Amazon Music apps
- Developed and coordinated Human Interface Guidelines (HIG) for Amazon Music
- Managed two designers and their products

UX Designer | Amazon Music
2010 - 2014

- Represented Music team in cross-departmental effort to design Amazon's first media tablet and the following 3 generations
- Regularly presented to Jeff Bezos and senior VPs.
- Collaborated with 2nd party apps to generate platform gestures and navigation.
- Supported accessibility and localization for 6 international marketplaces and device languages.
- Produced behavior specs, visual comps, and production assets for all screen dimensions and resolutions.

Education

Stanford University | 2005-2006
M.A. in Learning Design & Technology
4.0 GPA

Brigham Young University | 1998-2003
B.S. in Computer Science
Graduated cum laude

Skills & Qualifications

- Figma
- Adobe Suite
- Prototypes
- UI/UX design for mobile and web apps
- End-to-end experience
- User-centered design
- Visual design
- Wireframes
- Usability testing
- Agile/scrum project methodology

- Qualitative and quantitative user research
- Competitive analysis
- Information architecture design
- Low and high fidelity interactive prototypes
- Style guides and design systems
- Redlines and behavioral specifications
- Design recruiting and management
- Mentoring

Recommendations

"I've witnessed Kristine successfully present to our CEO and other [senior leads] on several occassions. She's always calm and collected and demonstrates her ability to speak succinctly and intelligently about design to executive stakeholders." (Director, Amazon)

"I have been very impressed with how Kristine has adopted a project, deeply understood where we are plus incorporated the latest user and data signal to design evolutions that are very in tune with the input, rather than re-inventing. I consider this a very valuable skill and I really appreciate that she can deliver excellent design for both brand new original concepts and evolving ones." (PM, Meta)

"Kristine is a systems thinker with an innate ability to dive into details and ask the right questions. Her backbone is apparent in every conversation as she digs deep into discussions without ego — instead pushing for the best customer experience. She is extremely organized, establishes herself as the go-to quickly, and always delivers." (Creative Director, Amazon)

"Kristine is extremely efficient, demonstrating mastery of iteration. I am confident handing over a problem space to Kristine knowing she will quickly create a great solution. I am continually impressed by the speed at which Kristine outputs high quality work." (PM, Meta)