





# KRISTIN ROBICHAUX

PRODUCT DESIGNER

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 Aberdeen, North Carolina

## EDUCATION

2020 - 2023

### Graphic Information Technology

B.S. College of Engineering

Focus - Web Design & Development

Summa Cum Laude

Arizona State University

1999 -2003

### Textile, Apparel Design & Merchandising

B.S. College of Human Ecology

Focus - Visual Merchandising

Louisiana State University

## SKILLS

Adobe Suite

Figma

Front-End Programming

Information Architecture

Interaction Design

Prototyping

Responsive Web Design

User Centered Design

User Interface Design

User Research & Testing

Wireframing

## PROFILE

Hi, I'm Kristin! It's been a wild ride these past two decades, and I am here for it. I started my career initially in retail management for over ten years. After having my first son and a cross-country move, I became a stay-at-home mom while my husband was on Active Duty in the Air Force. During this time, I started a business creating custom nursery linens, clothing, and personalized gifts. In the fall of 2019, I decided a career change was my next move. Web Design and Development was a natural next step for me, and I returned to school full-time to pursue my second Bachelor's Degree.

## WORK EXPERIENCE

### CONTRACT PROJECTS

2021 - 2023

Created and implemented new company visual branding systems for three companies. These companies were startups and needed complete packages that included web design and development, business cards, email signatures, slide templates, style guides, and letterheads. Websites were built on varying platforms based on client needs, including WIX and WordPress. Custom SEO, snippets, interactions, and blog templates were a few design implementations added to the platform of choice. Assisted in transferring the site to owners and stayed on as an ongoing consultant for two companies.

- Follows best practices to ensure peak performance metrics and lighthouse score.
- Integrated User-Centered design principles in web design layouts.
- Performed market research and analysis for a new software concept.

### OWNER / DESIGNER

Tory Grace Design 2014 - 2020

Designed and produced soft and hard goods for custom orders and in-house designs. Designed and implemented an e-commerce stand-alone website, social media pages, and a successful ETSY storefront. Managed all sales, tax, and bookkeeping for the business. Increased repeat clients both online and in the local market through excellent customer service skills and referral marketing.

- Integrated SEO for marketing visibility for both my own website and ETSY searches.
- Developed marketing campaigns for all platforms.

### RETAIL MANAGEMENT ROLES

2002 - 2012

Retail professional with ten years of experience in different roles, including an Area Manager for multiple departments at Foley's/Macy's, a Clinique Cosmetics Coordinator for nine Macy's locations, and an Operations Manager at Old Navy. Excelled in interpersonal skills, team-building, and leadership in fast-paced, customer service retail environments.

- Excellent organizational, time management, and leadership skills to successfully train, motivate, and direct staff to achieve optimum results.
- Consistently demonstrates effective interpersonal communication skills to easily establish rapport with diverse personalities and ensure quality customer service.