



KRISTIN ROBICHAUX

PRODUCT DESIGNER



225.241.3332



kristin.robichaux@gmail.com



www.kristinrobichaux.com



North Carolina

PROFILE

I am an expert in graphic design, specializing in Front-End Web Design and Development. My clients' successes benefit from my decade of retail management experience, entrepreneurial ventures, e-commerce, and a deep-rooted passion for digital design. My unique ability to combine creativity with technical skill creates impactful online experiences.

Adept at a variety of web design and branding projects for startups, established businesses, and nonprofits, I focus on creating intuitive, user-friendly websites that engage and support target audiences. My experience spans both complete website builds and redesigns, where I've emphasized clean, modern design and seamless user experience. I am passionate about using digital tools to create meaningful connections, provide resources, and foster community.

I'm an exceptional active listener with excellent interpersonal communication, presentation, writing, and editing skills. A results-oriented team member, I thrive in engaging with customers and across departments to contribute to success. Past leadership roles have honed my ability to visualize, assess, and implement strategic visions and goals.

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

WORK EXPERIENCE

Branding and Web Development Consultant

2021 - 2025

Created and implemented visual branding systems for multiple companies. These companies consist of existing businesses, nonprofits and tech startups. Some of the companies needed complete packages that included web design and development, marketing materials to include: social & print campaigns, slide templates, style guides, and website development. Websites were built on varying platforms based on client needs, including WIX and WordPress. Assisted in transferring the site to owners and stayed on as an ongoing consultant for two companies.

- Improved search engine optimization strategies, custom design snippets, interactive elements, and blog templates to enhance web visibility and user engagement.
- Integrated User-Centered design principles in web design layouts to create intuitive web layouts enhancing user experience.
- Conducted in-depth market research and analysis to lead the development of new software concepts.
- Executed design projects for both print and digital campaigns incorporating the client's voice and objectives.

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. Integrated SEO for marketing visibility for both my own website and ETSY searches. Developed marketing campaigns for all platforms. Increased repeat clients both online and in the local market through excellent customer service skills and referral marketing.

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 demonstrated effective interpersonal communication skills to easily establish rapport with diverse personalities and ensured quality customer service.

SKILLS

Adobe Creative Suite

Microsoft Office

Google Suite

Figma

Front-End Programming

Information Architecture

Interaction Design

Prototyping

Responsive Web Design

User Centered Design

User Interface Design

User Research & Testing