

KRISTOFER TODD

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San Antonio based user experience designer creating peak user experiences through research and empathy.

EXPERIENCE

2023 MAY

USER EXPERIENCE DESIGNER, PORTLAND WEBWORKS

- Work collaboratively to translate business problems, user goals, and creative strategy into engaging experiences.
- Conduct and synthesize research from multiple sources into actionable deliverables to guide UX design decisions.
- Utilize Information Architecture principles and frameworks to create sitemaps from qualitative research methods and analysis.
- Conceptualize wireframes, prototypes, and conduct usability testing before creating high-fidelity versions of products.
- Design low fidelity wireframes to aid in migration of state government websites in Drupal CMS.

2022 – 2023

USER EXPERIENCE DESIGNER, BOK FINANCIAL

- Collaborate with cross-functional teams of developers, designers, business analysts, project managers, and leadership to design user flows, wireframes, and prototypes to communicate design recommendation.
- Perform competitive analysis and heuristic evaluations to help recognize and enhance business strategies.
- Advocate for the user, while also balancing the business needs and requirements of the lines of business.
- Rapidly prototype concepts to illustrate ideas and effectively communicate and articulate design decisions to peers, developers, business analysts, and product owners.
- Help establish and improve current Enterprise Design procedures and guidelines.

2019 – 2022

JUNIOR DESIGNER/SEO ANALYST, SHARKMATIC ADVERTISING

- Work closely with design team and clients to understand business objectives, determine project goals, and define design strategies.
- Use UX processes to create and improve web designs for optimal SEO results and improved usability, i.e., Simplified site maps, SEO friendly layouts, and ensuring mobile responsiveness.
- Craft content relevant meta descriptions and SEO titles that improve organic search results by more than 35%.
- Perform SEO Audits to optimize site content using analysis from various tools such as Google Analytics, Google Console, and cPanel. Improving results from page 5 to page 1.
- Improve website accessibility using WCAG guidelines. Taking existing sites from A to AA and AAA.

EDUCATION

MARCH 2021

USER EXPERIENCE DESIGN

CAREERFOUNDRY

MAY 2004

POST BACC: K-12 ART EDUCATION/COMMUNICATION DESIGN

METROPOLITAN STATE COLLEGE - DENVER

MAY 2001

BFA

UNIVERSITY OF COLORADO – COLORADO SPRINGS

UX DESIGN SKILLS

- Human Centered Design
- Qualitative/Quantitative Research Methods
- Responsive Design
- Card Sorting
- Wireframing and Rapid Prototyping
- Agile and Lean UX
- User Empathy
- Task Analysis and Information Architecture
- A/B Testing
- User Testing
- ROI Practices

SEO SKILLS

- Keyword Research and Analysis
- Google Tools
- cPanel
- WordPress
- On Page / Off Page Optimization
- Task Analysis and Information Architecture
- User Testing
- HTML/CSS

TOOLS

- Adobe CS
- Adobe XD
- Figma
- InVision
- Miro
- Sketch
- Optimal Sort
- Usability Hub
- Google Material Design
- iOS Design Themes
- Drupal CMS
- Jira and Confluence