KRISTI BRYDEN

Denver, CO · kristibryden@gmail.com · www.kristibryden.com · https://www.linkedin.com/in/kristi-bryden/

Product Design Leader with 10+ years in B2B and B2C domains, including government, education, finance, and retail. Worked with top Fortune 50 companies building diverse cross-functional teams globally, solving complex problems by building scalable design systems for single platforms and multiple platforms.

EDUCATION

Sep 2017 - Dec 2018
Minneapolis College of Art and Design · Master of Arts in Web and Graphic Design
Focus in Front End Development and User Experience Design

Sep 2016 - Jun 2017
Minneapolis College of Art and Design · Post-Baccalaureate in Interactive Design and Marketing

Sep 2005 - Jun 2009
University of Denver · Bachelor of Fine Arts

EXPERIENCE

Apr 2022 - Jul 2023
Director of Product Design · Mayvenn

Led a team of 5 product designers and managers working on design, development, and enhancement of new and existing product lines, ensuring design feasibility and optimization.
- **Partnered daily with Design and Engineering** to ensure high-quality standards that influenced a culture of human-centered design and systems thinking throughout the company.
- **Build positive relationships and processes** with Product and Engineering teams to ensure frictionless design implementation.
- **Implemented a design system** for cross-functional teams building a world class customer experience that reduced time and cost to production.
- **Created new end-to-end customer journeys** based on research, data, and insights.
- **Advocated and educated product team and engineering on best practices** related to designing and building a Design System.

Aug 2017 - Apr 2022
Lead Product Designer · CGI

Led a team of 10 product designers and managers working across multiple domains on multi-million dollar contracts for top Fortune 50 companies.

- **3x team** from 2 to 10 designers in Denver, 3 to 40 designers on the studio team, and 35 to over 140 designers nationwide.
- **Implemented 4 design systems from the start** across banking, government, and fintech sectors.
- **Advocated, contributed, and educated product team and engineering** on best practices related to designing and building a Design System for multiple platforms for PNC Bank's design system.
- **60% efficiency gains for over 80,000 employees** through workshops with top Fortune 50 executives, leading to impactful strategies, implementing design systems, and on time delivery.
- **Solved complex problems** resulting in delightful user experiences that use brand, storytelling, visual, motion, and clear design documentation.

Oct 2013 - Jun 2017
Interactive Designer · Shane Co.

Managed and designed interactive media and in-store experiences, overseeing the installation and implementation of 164 interactive in-store displays across 20+ nationwide locations.
- Organized and facilitated execution of application development, workflows, and installation of interactive screens in-store.
- Designed content for displays using brand storytelling, visual, and motion design.
- Created and designed holistic omnichannel customer experiences.
- Advocated for user experience, design quality, and members of the team.
- Worked with Executive Leaders on vision and strategy.

SKILLS

Industry Experience
banking (5 yrs)
retail (7 yrs)
government (5 yrs)
education (7 yrs)

Leadership Skills
product vision
design strategy
business strategy
cross-functional collaboration
efficient processes
effective teams
prioritized feedback loops
leadership workshops

Skills & Software
figma (6 yrs)/sketch (7 yrs)
adobe creative suite (20 yrs)
mural/figjam
invision
asana/notion
github
SAAS application design
native mobile & tablet
user experience
user interface
front end development
a/b testing
data visualization
visual design
branding/marketing

People Management
recruit & retain diverse talent
build collaborative culture
career frameworks
coaching & mentoring

Design Process
critique & reviews
human centered thinking
accessibility standards
design systems
design principles
testing early and often

Certificates

Mobile User Experience (UX) Design · Interaction Design Foundation · 2018
Conducting Usability Testing · Interaction Design Foundation · 2018
User Research - Methods and Best Practices · Interaction Design Foundation · 2018