

# KRISHNA FITZPATRICK

is a designer and creative thinker who brings a holistic understanding of the digital design process to her collaborations with teams of designers, strategists, and technologists from startups to legacy brands across the beauty, fashion, healthcare, health + wellness, and technology sectors.

## EXPERIENCE

### Product Design Lead @ 1-800-FLOWERS

DEC 2023 \_ FEB 2024 • New York, NY

Conceptualized and developed an AI-powered Assistant configured to compile personalized Valentine's Day Playbooks designed to enhance brand awareness and engagement around one of 1-800-Flowers' biggest holidays of the year. Via user-initiated conversations, the Assistant successfully delivered a specific group of engagement outputs tailored to each user's unique inputs, resulting in a delightful Valentine's Day Playbook, replete with Gift, Dining, Soundtrack, and Event suggestions. Served as the key Creative and Project liaison between C-Suite stakeholders and the internal engineering teams to effectively communicate and deliver on project goals, requirements, timelines, and measures of success.

### Product Design Lead @ McKinsey & Company

OCT 2022 \_ SEPT 2023 • New York, NY

Led cross-functional internal design and engineering teams, while leveraging design thinking methodologies to guide value-based healthcare product vision and execution. Introduced and implemented agile methodologies to streamline design workflows and accelerate product development sprints. Presented design concepts, detailed prototypes, and deliverables to stakeholders, effectively communicating design rationale and eliciting buy-in and support for visual and strategic decisions. Compiled a comprehensive Figma-based design system to support future scaling of the final product.

### Associate Creative Director @ ORGANIC

MAR 2021 \_ AUG 2022 • New York, NY

Collaborated closely with cross-functional agency and client teams including account management, design, strategy, and technology to deliver innovative digital solutions tailored to client objectives, while maintaining alignment with brand identity. Used expert knowledge and insight of industry trends and emerging technologies to inform creative strategies and maintain a competitive edge in all client work. Executed multiple Figma-based design systems to support internal client teams post-project launches.

### Freelance Digital Creative Director @ Victoria's Secret, @ Maven Clinic, @ One Kings Lane, @ Clinique

SEPT 2015 \_ JAN 2021 • New York, NY

Collaborated with, and introduced cutting-edge technologies and design principles to internal leadership teams within startups and legacy brands across the health, beauty, and lifestyle sectors to deliver immersive, user-centric digital experiences for multiple platforms, including websites, mobile apps, and social media channels. Created seamless, intuitive, and visually captivating interfaces while adapting to dynamic team and business environments. Established a track record of optimizing brand visibility, customer engagement, and conversion rates to achieve key performance indicators and organizational goals.

## EXPERTISE

- Creative Direction
- Content Strategy
- Digital Design
- Product Design
- eCommerce Design
- Design Systems (Figma)
- Rapid Prototyping
- Front-end Development
- Cross-functional Collaboration
- OpenAI
- Midjourney

## SELECT CLIENTS

- 1-800-Flowers
- Clinique
- IBM
- McKinsey & Company
- MTV
- Museum of Arts & Design (MAD)
- National Instruments (NI)
- Rakuten Marketing
- Pirelli Tires
- Victoria's Secret

## CONTACT

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