# KRISTEN KOGACHI

**Product Design Lead**

New York City

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## SKILLS

**UX Design**

Sketch

Invision

Adobe CC

Omnigraffle

Axure

UXPin

Responsive design

**UX Research**

Heuristic evaluation

Contextual inquiry

User interviews

Personas

Scenarios

Usability testing

AB testing

## EXPERIENCE

### Wirecutter
Senior Product Designer
Aug 2020 - present

- Own the product design strategy and implementation of the Growth mission by conducting and analysing research, creating, and implementing designs with the development team in order to improve readers' journeys and to grow our audience.
- Lead the design and strategy for the registered user experience as well as the future subscription experience.
- Advocate for design's role on new projects at Wirecutter.

### McKinsey & Company, Design & Innovation Team
Product Design Lead
Jul 2019 - Jul 2020

- Led the design of the McKinsey recruitment platform by creating user journeys, flows, designs and prototypes to present and implement designs for events, application forms and scheduling tools for 2 primary users; potential candidates and internal recruiters.

### IBM, Marketplace and Search
User Experience Design Lead
Feb 2018- Jun 2019

- Led the user experience design, strategy and research of IBM's enterprise search and marketplace experience by conducting user research, identifying business requirements and creating user journeys, wireframes and prototypes in order to allow ibm.com users to browse and discover products to solve their business needs.
- Collaborated with the agile development team to implement designs in two week sprints.
- Responsible for bridging communications between the design system and content management system teams in order to implement new ibm.com templates.

### IBM, ibm.com Digital Design Team
User Experience Design Lead and Researcher
2012-2018

- Led the UX design and research to create a system of scalable marketing page templates to enable marketers to more effectively create user-centered marketing pages by designing and delivering user flows, journeys, wireframes, and prototypes to key stakeholders and development team.
- Designed and launched in six weeks a brand new content marketing site designed for C-suite users to learn about the latest industry trends and thought leadership content by designing and implementing user fows, wireframes and prototypes.

## EDUCATION

**University of Michigan,** Ann Arbor MI
2009-2011
MS Information Science, Human Computer Interaction specialization

**Carnegie Mellon University,** Pittsburgh PA
2005-2009
BA Anthropology and International Relations