

KRISTI DESIMONE

User focused interface and interaction designer.

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EXPERIENCE

Product Design Lead · Wayfair

Remote | January 2021 - Present

- Leading design and user research for Wayfair Service Pro app, a two sided marketplace service that allows pros to find and book furniture assembly jobs purchased by customers.
- Decreased pro driven cancellations by 7% by designing a new job matching strategy based on product data and supporting qualitative feedback from 10 user interviews.
- Decreased drop-off during onboarding flow by 15% following public app launch, a new streamlined, native app flow, and updated consistent communications.
- Informed and supported a manual multi pro outdoor structure pilot, unlocking an additional 30% of available job volume. Held user interviews before and during the pilot to identify user needs and product requirements to successfully move forward with the pilot and a future automated experience.

Product Designer · Ladders

New York, NY | June 2018 - December 2020

- Decreased refunds requested by 80% after introducing a free trial experience. Conducted market research and user interviews, designed a new sign up flow, and worked closely with engineering through implementation.
- Achieved 34% adoption rate for a new search box UI element feature in the first 30 days by collaborating with the sales team. Created wireframes and prototypes, and shipped development with iterative delivery.
- Increased productivity of the customer service team by 25% following the release of a custom internal admin tool.
- Lead design and research for 2 agile engineering teams. Participated in scrum rituals, translated user requirements to Jira tickets, and prioritized backlog to work towards product roadmap features and OKRs.

Junior Web Designer · Direct Wines

Norwalk, CT | August 2017 - February 2018

- Drove an 18% increase in conversion by redesigning the subscription club detail page and checkout flow. Performed competitive analysis and usability testing to gain insight prior to designing.
- Planned and executed email marketing A/B tests, leading to CTR increases of up to 30%. Produced designs and developed HTML and CSS email templates.
- Collaborated with marketing, content, and engineering teams daily. Shared insights gained about users behavior and attitudes to stakeholders across the organization weekly.

SKILLS

Tools

Figma
Sketch
InVision
Miro
Adobe Creative Suite
HTML & CSS
Jira
Looker
UserTesting

Design

Wireframing
Prototyping
User Flows
Journey Mapping
Service Blueprints
Visual Design

Research

User Research
Market Research
Usability Testing
A/B Testing
Data Visualization

Product

Roadmap Building
Prioritizing Features
Product Requirements
Agile Engineering
UAT

EDUCATION

Bachelor of Science

Computer Information Systems

Graduated *magna cum laude*
Quinnipiac University
August 2014 - May 2017