

# KELSEY WOLSTENCROFT

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## EXPERIENCE

### PRODUCT DESIGN DIRECTOR | BITMO

CARLSBAD, CA | MAY 2019 - PRESENT

- Maintain responsibilities of Product Design role
- Collaborate with stakeholders to synthesize users' & business needs and translate into product requirements
- Develop and maintain product roadmap
- Prioritize user stories and groom backlog
- Conduct research and competitive analysis
- Design simple solutions to address the needs of the consumer, business & other stakeholders
- Measure success of product with qualitative and quantitative data

### PRODUCT DESIGNER | BITMO

CARLSBAD, CA | FEB 2016 - MAY 2019

- Responsible for all mobile UX and UI design for an iOS and Android native app available on the App Store and Google Play
- Wrote user stories, product requirements and develop success criteria
- Created and maintained design system
- Conducted research and testing in order to design a seamless and engaging interaction

### UX DESIGNER | PACIFIC SCIENCE & ENGINEERING

SAN DIEGO, CA | JUNE 2016 - JAN 2018

- Led design efforts within teams of human factors engineers and cognitive scientists for multiple projects in the military & defense industry
- Designed user interfaces for new and existing capabilities in highly-specialized domains
- Conducted research, contextual observation & user testing in order to design the most efficient & innovative systems for users
- Collaborated with remote development teams, human factors engineers & other stakeholders

### CONTENT PRODUCTION DESIGNER | SHUTTERFLY INC

REDWOOD CITY, CA | JUNE 2013 - SEPT 2015

- Responsible for deploying designed content for multiple products to site.
- Launched over 1K new card designs and products and 50 book styles, providing new requirements for the development of tooling to support content authoring
- Performed thorough quality assurance checks on all new and existing products to ensure accurate product setup and flawless customer personalization experience
- Worked cross-functionally with engineers, merchants & designers
- Assisted with development and testing of new user experience features prior to launch dates
- Developed & implemented product quality assurance program

## SKILLS

UX / UI

Mobile apps

Adobe XD

Sketch

InVision

Illustrator

Jira

Mixpanel

Product Management

## EDUCATION

Arizona State University  
Bachelor of Science in  
Industrial Design  
Magna Cum Laude

General Assembly  
UX Bootcamp

Thinkful  
UX Design Course