



KRISTIN HOWARD

PRODUCT & UX DESIGNER

- ✉

kristiniscreative@gmail.com
- 📞

(214) 303-7506
- 🌐

kristiniscreative.com

CERTIFICATIONS

UX & UI DESIGN CERTIFICATION
AUG 2024 TO JAN 2025
eCornell University
Online

ADVANCED FIGMA
JUN 2025
Designlab
Online

GOOGLE UX DESIGN CERTIFICATE
AUG 2024
Coursera
Online

AWARDS

2023
RICHARDSON, TEXAS
Innovation Pacesetter
Lennox

ABOUT ME

Proven track record of delivering award-winning digital solutions and business improvements spanning customer support to product design. **Achieved 87% conversion rate increases, \$5M ROI generation, and 43% reduction in user friction** through strategic UX design. Previously **earned 3 promotions at RealPage while maintaining 98% call quality and improving team efficiency by 25%**. Combines deep customer empathy with analytical thinking to create solutions that drive both user satisfaction and measurable business growth.

EXPERIENCE

LENNOX

UX DESIGNER • RICHARDSON, TEXAS • 2021–2025

Promoted from Business Analyst (2021–2022) to UX Designer, where I **drove 87% conversion rate increase** through comprehensive Lennox.com redesign that earned the 2023 Pacesetter for Innovation award. Led end-to-end UX research utilizing empathy maps, user personas, and customer journey mapping, then collaborated with cross-functional teams to deliver user-centered solutions serving 10,000+ users. Conducted usability testing and user interviews to validate design concepts, resulting in a **43% reduction in onboarding friction** through strategic user experience optimization.

EMPLOYMENT GAP

2018–2021

Following a department restructure at RealPage, I actively sought new opportunities in business analysis. When the COVID-19 pandemic created significant market uncertainty, finding suitable employment became increasingly challenging. This period ultimately led me to join Lennox as a Business Analyst in 2021, where I was later promoted to UX Designer.

KRISTIN HOWARD

PRODUCT & UX DESIGNER

SKILLS

DESIGN & RESEARCH

- UI/UX Design
- Prototyping
- User Research
- Accessible Design
- Information Architecture

BUSINESS SKILLS

- Product Strategy
- Business Analysis
- Process Improvement
- Stakeholder Management
- Cross-functional Collaboration

METHODOLOGIES

- Agile
- Waterfall
- User-Centered Design

EXPERTISE

TOOLS & SOFTWARE

- Windows
- Mac
- Figma
- AdobeXD
- Microsoft Clarity
- Miro
- ChatGPT
- Claude

EXPERIENCE (CONTINUED)

REALPAGE

BUSINESS ANALYST • RICHARDSON, TEXAS 2011–2018

Promoted 3 times from Customer Support Representative to Business Analyst through exceptional performance, maintaining a **98% call quality score** while resolving high-risk customer escalations and preventing churn. Bridged communication between customers and support, product, and development teams to implement scalable solutions, while developing process documentation and training materials **that improved team efficiency by 25%**.

FLEX

TECHNICAL SUPPORT REPRESENTATIVE • CARROLLTON, TEXAS • 2009–2011

Developed and maintained a proprietary knowledge base that served 50+ support team members with current product and procedure information, while successfully managing high-volume call queues without compromising quality customer service standards. Proactively identified cross-selling opportunities that enhanced customer experience and **increased revenue by 15%**, demonstrating early ability to balance operational excellence with business growth objectives.

PROJECTS

Lennox.com Redesign • B2C & B2B • 1 Sr. Manager, 3 Designers

- 87% conversion rate
- Innovation Pacesetter award

Builder Rebates & Mobile Scan Technology • B2B • 1 UX Designer, 2 UX Researchers

- 100% reduction of manual work
- 85% of users reported improved processing time on rebates

Employee Onboarding • Ex • 1 Sr. Manager, 3 UX Designers, 1 UX Researcher

- 97% of new employees use the new onboarding sharepoint website