Kristina Szczech

Personal Information

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Profile

I am a senior level, UX/UI Designer | Visual Designer | Digital Designer | Art Director, championing user-centricity in every project, from complex information architecture to micro-interactions. Leading UX/UI for a Fortune 100 healthcare brand honed my skills to tackle intricate challenges and deliver impactful solutions. Combining critical thinking with a collaborative spirit, I mentor others to create strategically sound designs. I'm also passionate about advocating for optimal user experiences and ensuring adherence to web accessibility standards (WCAG) across diverse industries.

Work Experience

Senior UX/UI Designer
VML

📅 1/2021 - 5/2024 📍 Memphis, TN

- **Increased user engagement and conversions by 15-20%** across 5 Humana sub-brands through accessible IA, content, and design systems (adhering to healthcare WCAG standards). Collaborated with developers to ensure smooth AEM integration.

- **Leveraged data and user research** for CenterWell and Conviva websites: reduced bounce rate by 15% through A/B testing and design iterations. Awarded "Best Design" for this work.

- **Ensured a seamless user experience** across 15+ websites by conducting UATs, identifying and resolving critical usability, accessibility, and responsiveness issues.

- **Reduced development time by 20%** for St. Jude's by leading the creation of a reusable AEM component design system. This empowered content editors and fostered brand consistency.

- **Restructured and rebranded Schellman's website:** optimized UX, IA, and brand system using data, SEO audit, and user research. Developed a comprehensive web brand guide for a cohesive online presence.

Principal Designer
Rewards Network

📅 2016 – 2020 📍 Chicago, IL

- **Translated client branding guidelines into design systems**, creating a consistent and seamless experience for diners across partner restaurant loyalty program websites.

- **Played a key role in user testing and launches**, contributing to features like online ordering, improved account centers, and a streamlined enrollment process, which benefitted both diners and restaurants.

- **Developed a tiered website experience based on member status**, along with B2B email and direct mail campaigns to generate leads for the sales team. Additionally, optimized B2C email templates to boost member engagement.

- **Collaborated effectively with the lead UX designer and developers**, ensuring optimal user experience for diners and efficient internal processes for the team.

Digital Designer
StudioNorth

📅 2014 – 2015   📍 North Chicago, IL

- **Expanded my expertise in digital and healthcare industries** by leading design projects, collaborating on a major website redesign, and creating wireframes for a healthcare mobile app.
- Managed email campaigns and recommended WordPress themes for top clients, enhancing their digital presence.

Creative Director
Epsilon

📅 2011 – 2014   📍 Chicago, IL

- **Restructured and rebranded Epsilon's corporate site**, establishing its web brand look, information architecture, and high fidelity mock-ups.
- **Led a team of email designers and copywriters** in crafting impactful campaigns for Fortune 500 clients, achieving significant growth and enhanced performance metrics across various marketing initiatives.

Additional Roles

Creative Services Manager | Brightstar

Creative Director | The Marketing Store

Associate Creative Director | DraftFCB

Senior Art Director | Impact/FCB

Skills

Design Tools: Adobe Creative Suite, Sketch, Figma, Zeplin, Miro, Microsoft Office

Design Skills: User-centered design, Creative problem solving, Collaboration, Wireframing, Prototyping, Visual design, Research skills, Information architecture, A/B testing, Interaction design, Responsive design, Mobile design, Web design, Email design

Technical Skills: Web Content Accessibility Guidelines (WCAG)

Other Skills: Brand development, Creative strategy, Typography, Strong communication, Attention to detail, Leadership, Time management and prioritization, Empathy and user advocacy

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Education

Bachelor of Arts (B.A.) in Graphic Design

Columbia College Chicago