

K R I S T O F F E R D A N I E L S

PRODUCT DESIGNER

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About

With over thirteen years of experience in the dynamic landscape of design, I've had the privilege of addressing a diverse spectrum of business needs, user requirements, and complex problems. I'm driven by the pursuit of bridging the ever-changing gaps between business objectives and user expectations, delivering tangible results in the process.

Education

Springboard - UX Program
2016

Art Institute of Las Vegas
B.S. Graphic Design
2006 – 2010

Skills

Figma
Sketch
Adobe Creative Suite
Pendo
Zeplin
Balsamiq
Bubble

Research Methods

Service Design
Journey Mapping
User Testing
Usability Testing
Script Writing
Survey Creation

Work Experience

July 2019 – Present

SugarCRM | Senior UX Designer

- Lead designer overseeing two flagship products, applying service design principles for seamless user experiences.
- Created experience maps and blueprints to optimize complex journeys and identify improvement opportunities.
- Facilitated cross-product discovery sessions to gain shared understanding of desired solutions.
- Conducted in-depth user interviews to drive user-centered solutions.
- Conducted usability tests with interactive prototypes.
- Ensured product accessibility compliance.

November 2018 – June 2019

Salesfusion (Acq. by SugarCRM) | UX Designer

- Worked closely with product manager and engineering team to implement new features across the marketing automation platform.
- Built wireframes and interactive prototypes to test new flows.

November 2012 – October 2018

Vegas.com | UI/UX Designer

- Redesigned mobile purchase path resulting in 2x conversion increase.
- Designed new purchase flows for shows and hotel rooms, shifting to a user centric experience.
- Collaborated with internal teams to design promotional pieces, marketing materials, and collateral.