

Kirsten Fanker

UI/UX Designer

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EXPERIENCE

RateGenius, Inc., Austin, TX

Senior UI/UX Designer | 2018 - 2019

UI/UX Designer | 2015 - 2018

Sole designer responsible for the redesign of a loan origination platform. Teamed up with stakeholders, business analysts and engineers to create a user-friendly experience for employees to perform their tasks faster and more accurately.

- Created user flows, wireframes, visual designs, interactive prototypes and design system.
- Met with stakeholders to understand their goals, pain points and gather requirements.
- Presented concepts to stakeholders for review and feedback.
- Envisioned and developed intuitive and engaging designs.
- Coded prototypes for front-end developers.
- Ensured that the user experience was understood by a variety of audiences, including developers, management and sales staff.
- Collaborated with developers to ensure accurate implementation of the user experience.
- Participated in Agile related events, such as SCRUM.

Golfsmith International, Austin, TX

Online Creative Manager | 2009 - 2015

Web Designer | 2004 - 2009

- Designed, produced and managed web pages and emails for the Golfsmith e-commerce website and internal projects.
- Led and directed four web designers on creative and messaging of emails, banner ads and web pages.
- Created marketing strategies and wireframes for the website and email campaigns based on meetings with key stakeholders.
- Worked with the Search Engine Optimization Manager to develop effective strategies to acquire more visitors and transactions.
- Utilized Google Analytics to improve the shopping experience.

SKILLS

User Interface Design
User Experience
Visual Design
Interaction Design
Information Architecture
Prototyping
Wireframing
Web Design

TOOLS

Adobe Creative Cloud
Adobe XD
Balsamiq
InVision
Figma
Atlassian JIRA/Confluence

PROGRAMMING

HTML & CSS
Bootstrap Framework
Vuetify Framework
WordPress
GitHub

CERTIFICATIONS

Advanced CSS and Sass
Udemy
Responsive Web Design
Aquent Gymnasium

EDUCATION

Master of Business Administration, Marketing
St. Edward's University
Certification in Web Design
Houston Community College
Bachelor of Arts, Mass Communications/Advertising
Southeast Missouri State University