

# KARIN ANDERSON

## User Experience Designer

### CONTACT



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### EDUCATION

Udacity  
User Experience Nanodegree Program  
2020  
—  
Southern New Hampshire University  
Bachelor of Arts - Graphic Design  
Secondary Major in Marketing  
2012-2016  
Magna Cum Laude - GPA 3.74  
National Society of  
Collegiate Scholars Member  
Signature Leadership Program  
Orientation Leader  
—  
Florence University of the Arts  
Study Abroad  
2015

### TOOLS & SKILLS

Sketch / Figma  
Adobe Creative Cloud  
Miro  
Abstract  
InVision  
HotJar  
Optimal Workshop  
—  
Usability Testing  
Wireframing & Prototyping  
Brand Development  
Marketing Strategy  
CMS Management  
Requirements Development  
Information Architecture  
Cross Functional Collaboration

### EXPERIENCE

**Breezeline** March 2022 - Current  
*Manager of User Experience*

- Conducted user research and competitor analysis to inform product development.
- Collaborated with product managers, data analysts, and third-party agency developers to deliver final products.
- Created and guided user stories for all CAPEX and OPEX projects.
- Developed and designed analytic-driven digital assets.
- Served as the user experience and design lead for multiple scrum development teams.
- Managed design agency to develop on-brand, high-performing user interfaces and assets.

**Rin Design Studio** 2013 - Current  
*Founder & CEO*

- Founded and managed a web and graphic design studio serving 12+ businesses with 5+ ongoing projects.

**Berkshire Hathaway Shoe Holdings** March 2019 - March 2022  
*(formerly H.H. Brown Shoe Company)*  
*UX/UI Designer*

- Planned and conducted user research and competitive analysis.
- Interpreted data and provided qualitative feedback.
- Created user stories, personas, and storyboards.
- Defined information architecture and created sitemaps.
- Conducted usability benchmark testing.
- Ensured W3C Web Content Accessibility compliance.
- Designed pattern library components and utilized them in website design.
- Determined technical requirements and coordinated with front and back-end development.

**H.H. Brown Shoe Company** April 2018 - March 2019  
*Graphic Designer*

- Created and presented concepts for new projects and campaigns.
- Designed brand identity, logos, and package designs.
- Developed print collateral, including trade show signage and catalogs.
- Executed vector-based illustration.
- Conducted photo retouching, manipulation, color correcting, and archiving.
- Collaborated with coworkers, retailers, and printers, attending press checks to ensure print quality.

**Walkin' Pets by HandicappedPets.com** May 2016 - April 2018  
*Graphic Designer*

- Designed and maintained the brand for all collateral.
- Organized and maintained an internal photo and graphics file system.
- Created trade show collateral and full-size banner designs.
- Increased Black Friday sales by 100% YoY.
- Raised weekly abandoned cart recovery by 30%.
- Designed the annual dog wheelchair calendar (Voted #3 Dog Calendar of 2017 by Dogster.com).