



**Kristee Rosendahl** has over 25 years experience in product development, user experience, design and management of innovative new digital products and applications. As a trained visual designer and key member on multiple executive management teams, she brings a unique perspective to product development. She was one of the industry's first advocates and team builder to integrate user experience, visual design and development into unified product development teams. Kristee is also a highly successful collaborator and translator of business goals into tactical and appropriate design solutions that succeed both for the customer and the client's organization.

In 1985, she pioneered the field of user experience as the co-founder of Apple Human Interface Group and as one of the principal designers of the Apple Multimedia Lab. As CCO, VP, Director, Creative Director, Art Director, Designer, and Manager, she has designed and delivered products across multiple media platforms and multiple channels to execute a vision. Kristee has created award winning, ground-breaking models for community, social media, digital interactivity, revenue generation and branding on the internet while at Purple Moon, Cheskin Research, and with clients like Microsoft, Harcourt Education, SFMOMA, Playskool, Motorola, and the BBC.

Kristee has evolved her practice to focus on product development; design and development of applications and tools that serve both organizations and/or their customers. She is focused on working with teams who utilize the Agile approach and more specifically, with teams building products and tools iteratively with Ruby on Rails. Her passion continues to be this integration of skill sets and collaboration to create incredible, usable and highly useful products.

She currently holds two US patents for navigating large databases and manipulating information visually.

## **Strategic Design**

Expertise and understanding of how to successfully champion vision while translating it into coherent and implementable design and development plans. Ability to apply the strategic combination of business rules, technology and product marketing goals to products and supporting services, developed as comprehensive systems.

- *Strategic design roadmaps for new and continuously improving products or services*
- *The tools and techniques to communicate and visualize projects and ideas*
- *Implementation strategies, guidelines and methodology*
- *Integration of branding and convergent issues across channels*
- *Cross-company and cross-functional design and development planning*

## User Experience

Ability to quickly and successfully synthesize the values and concerns of users into application design. Can integrate information architecture, interaction design, content needs, user research and visual branding to address all customer points of contact. As a user advocate, understand and articulate to teams appropriate high-level models of interaction necessary to differentiate, architect and scale the product through the development, communication and service lifecycle.

- *User profiling to uncover basic design principles and constraints*
- *Storyboarding and sketches to articulate the vision to company and customers*
- *Look and feel style guides that articulate guidelines and tactical direction*
- *Prototyping to efficiently and inexpensively guide design solutions*
- *Usability testing to verify and identify key issues and priorities*

## Interface Design and Engineering

Twenty five years experience working side by side with engineering/development teams. Skill in gathering and constructing UI “blueprints” for application architectures that match business, engineering and usability requirements. Articulate, publish and promote UI Requirements as an accessible standard across teams: engineering, design, user experience, product management, marketing and documentation.

- *Task flows of key user interactions*
- *Page schematics and wireframes that inventory all elements and features needed*
- *UI Requirements and specifications that articulate the front end application*
- *Visual and graphic design solutions that address look and feel of entire product*
- *Communication and publishing processes that enable whole teams to share knowledge*

## Product Development and Management

Experience in all facets of product development, enabling quick diagnosis of key areas of need with recommendations to improve overall quality of product. Can build plans to augment existing or new product development approach. Experience in managing process, people and teams, with ability to bring working groups – engineering, design, marketing, together to build a unified and successful business and product.

- *Cross-functional team and cross-product management*
- *Tactical and operational requirements*
- *Development and delivery plans*
- *Rapid development processes*
- *Tactical decision-making and closure*

Kristee Rosendahl [kristee@krstudio.com](mailto:kristee@krstudio.com) 707 548 7167 krstudio.com

