

# Kristin Rohrkasse

UX/UI Designer

**Mobile** 513.314.9085  
**Email** kristinrohrkasse@gmail.com  
**Address** 4336 Beech Hill Ave, Cincinnati, OH 45223  
**Website** www.kristinrohrkasse.com

## SKILLS

### User Experience

User research, user-centered design, wireframing, prototyping, visual design, user flows, ideation workshops, design systems, usability testing, responsive design, agile methodologies, A/B testing

### Software

Figma, FigJam, Sketch, Principle, Zeplin, InVision, Jira, Adobe Creative Suite

## HONORS & ACTIVITIES

### Youth Culture Footwear Brand

Hermes Creative Awards  
Gold Award, 2020

Fast Company Innovation by  
Design Awards  
Honorable Mention, 2020

Webby Awards  
Honoree, 2020

### Wildhorn Outfitters

Blog Contributor, 2018

### Girls Who Hike, California

Member, 2017–2019

### Luxottica Collaborative Studio

Scholarship Winner, 2015

## EDUCATION

### University of Cincinnati

#### Communication Design

College of Design, Architecture,  
Art, and Planning  
Cincinnati, OH  
Graduated: 2017 | GPA: 3.58

### University of Cincinnati

#### Marketing

College of Business  
Cincinnati, OH  
Graduated: 2011 | GPA: 3.57

## EXPERIENCE

### Ascendum Digital | Senior UX/UI Designer

Cincinnati, OH | May 2019–present

Interact directly with clients to build solutions and solve problems through UX, UI, and visual design for digital applications in a wide variety of industries including healthcare, retail, and education. Collaborate with a creative team of multidisciplinary designers and developers in an agile environment.

### BestReviews | Lead Visual Designer

San Francisco, CA | August 2016–May 2019

Led the design on a product that was launched and grew to more than 4.5 million monthly visitors that scaled across thousands of product categories. Helped with A/B testing, user research, and usability testing to provide the best user experience while generating the greatest revenue. Created digital, print, and email campaign ads for Tribune Publishing Company and their publishing partners.

### Reztark Design Studio | Graphic Design Co-op

Cincinnati, OH | May 2015–May 2016

Designed marketing materials such as books and digital presentations, conducted research for case studies, designed environmental graphics, signage, location plans and logos working closely with architects and interior designers.

### Christie's Auction House | Graphic Design Co-op

New York, NY | January 2014–December 2014

Designed materials for auctions including sales catalogs, advertisements, invitations and other marketing materials.