

KRISTIN HOWARD

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www.kristiniscreative.com

UX / Product Designer with 3+ years in dedicated design roles and 9+ years of experience working on B2B and B2C platforms. Brings a strong background in business analysis and customer-facing systems to design workflow-heavy products used by 10,000+ users. Leads end-to-end design from discovery through validation, delivering measurable outcomes including \$5M+ ROI and process automation.

SELECTED UX PROJECTS

Warranty Program Redesign - Lennox

Lead UX Designer | July 2025 - August 2025

- Led end-to-end redesign of a high-risk warranty workflow using problem framing, user flows, wireframes, and usability testing, generating \$5M ROI and reducing processing time by up to 98% compared to the legacy flow.
- Simplified claim submission by reducing required steps by 23%, improving task completion and overall usability.
- Reduced user-reported frustration by 82%, based on post-launch survey feedback.

[Rebates & Mobile Scan](#) - Lennox

Lead UX Designer | January 2024 - May 2025

- Designed and launched a new rebate platform that automated approvals and eliminated manual processing, reducing internal workload by 100% and processing time by 83%.
- Led UX for a new rebate website and mobile scanning experience, achieving 62% beta adoption among target users.
- Improved rebate processing experience, with 85% of users reporting faster and clearer submissions post-launch.

[Lennox.com Redesign](#) - Lennox

UX Designer | May 2023 - December 2023

- Partnered with product, engineering, and marketing to redesign site architecture and navigation, increasing page engagement by 87% and reducing bounce rate by 77% improving task completion, usability, and accessibility across key workflows.
- Improved site performance and accessibility, contributing to 61% faster page load speeds.
- Drove a 34% increase in lead generation through clearer content hierarchy and optimized user flows.

Award: Lennox Pacesetter for Innovation (2023)

SKILLS

- **UX Strategy & Research:** Requirements Gathering, User Research, Journey Mapping, Usability Testing, A/B Testing
- **Design Execution:** Information Architecture, Interaction Design, User Flows, Wireframes, Low- and High-Fidelity Prototypes, Design Systems, Accessibility (WCAG)
- **Tools:** Figma (Advanced certified), Adobe XD
- **Collaboration:** Stakeholder Alignment, Agile Product Teams

WORK EXPERIENCE

Lennox, Richardson, TX

April 2021 - August 2025

Business to Business (B2B) | Business to Consumer (B2C) | eCommerce

UX Designer / Product Designer

Led UX strategy and execution in close partnership with product, analytics, and engineering teams to create tools that improved efficiency and user experience across platforms serving 10,000+ B2B and B2C users. Leveraged advanced Figma capabilities including component libraries, design systems, and collaborative prototyping to streamline design delivery and cross-functional alignment.

- Transitioned from Business Analyst to UX Designer, applying deep knowledge of operational workflows, system constraints, and stakeholder needs to UX decision-making.
- Led product discovery and problem framing through stakeholder interviews, user research, and data analysis to define MVP scope, KPIs, and success metrics.
- Owned end-to-end UX design using Figma for user flows, wireframes, high-fidelity prototypes, and developer-ready design specifications, improving design consistency and handoff efficiency.
- Applied advanced Figma practices including reusable component creation, auto layout, variant management, and shared design libraries to support scalable enterprise workflows.
- Partnered with product managers, engineers, and analytics to balance user needs, technical constraints, and compliance requirements across complex systems.
- Improved internal employee onboarding by identifying process gaps and designing a centralized SharePoint experience, reducing onboarding friction by 43%.

RealPage, Richardson, TX

August 2011 - June 2018

Business to Business (B2B) | Business to Consumer (B2C) | Software as a Service (SaaS)

Business Analyst

Advanced through three promotions over 7 years, evolving from frontline support to strategic business analysis through demonstrated performance and problem-solving capabilities.

- Partnered with customers, support teams, and engineering to analyze complex SaaS workflows and translate user-reported issues into clear, actionable requirements.
- Advanced through three promotions by consistently improving customer-facing systems through process analysis, prioritization, and cross-functional collaboration.
- Identified recurring usability and workflow issues through frontline customer interactions, contributing insights that informed product improvements and reduced backlog tickets by 35%.
- Developed process documentation and training materials that improved support team efficiency by 25%, reinforcing the importance of clear information architecture and user-centered communication.

Flex, Richardson, TX

January 2009 - August 2011

Firedog Division | Business to Business (B2B) | Customer Support | Sales

Technical Support Representative

Delivered frontline technical support while identifying recurring customer pain points and gaps in internal documentation.

- Created a proprietary knowledge base used by 50+ team members, improving onboarding time by 22% and reinforcing early experience in structuring information for usability.

EDUCATION

Certification User Experience Design, eCornell

Certification Advanced Figma, Designlab

Certification UX Design Professional Certificate, Google