

Kiri Rasmussen

Product Designer

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Dynamic and innovative UX/Product Designer with extensive experience in designing intuitive, user-centered solutions for complex AI systems and SaaS platforms. Proficient in leading design projects from concept through completion and adept at collaborating with cross-functional teams to deliver impactful user experiences. Seeking to leverage expertise in user research, visual design, and product development to contribute to the success of forward-thinking companies.

EXPERIENCE

Percipient.ai, Santa Clara, CA - UX Designer II-IV | percipient.ai

December 2021 - PRESENT

- Led the design of user-centric features for an advanced security AI product, enhancing the analysis of diverse data formats including historical data and live streams, empowering user decision-making in high-impact settings.
- Spearheaded the migration from Sketch to Figma and the complete redesign of the product's Design System from accessible colors to inputs. This collaborative work between front-end and design led to an overhaul of outdated code and modernized the design of the product in preparation for enterprise adoption.
- Developed end-to-end user flows, low to high-fidelity mockups, stakeholder presentations, incorporated feedback integration, and provided post-release support, reinforcing the product's market position within the intelligence space.

Make It MVP -Product Design Mentor | makeitmvp.com

May 2021 - July 2025

- Provide one-on-one mentorship to aspiring UX designers and developers, offering guidance on industry best practices, design principles, and project methodologies.
- Conduct workshops and training sessions on various aspects of UX design, including user research, wireframing, prototyping, and usability testing.

Perfect World Entertainment, Redwood City, CA - Customer Support Lead/Game Lead

November 2014 - December 2021

- Directed a team of 12+ specialists, enhancing team performance and user satisfaction.
- Supplied weekly reports to developers detailing user experience issues, general feedback, and bug reports.
- Implemented data analysis and reporting strategies that boosted user sentiment by 75%.
- Pioneered the establishment of a Quality Assurance team, elevating the quality of promotional materials.
- Facilitated collaboration among marketing, engineering, development, and community management to ensure unified messaging across all customer touchpoints.

Perfect World Entertainment, Redwood City, CA - Quality Assurance Tester

April 2014-November 2014

- Executed comprehensive in-game testing for Neverwinter, identifying and documenting critical bugs using tools like Jira and Confluence, contributing to the game's successful launch.
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EDUCATION

University of California, Santa Cruz – *Bachelor of Arts*

Double major Fine Arts/Film and Digital Media

University of California, Berkeley Extensions – *Certificate*

Certificate in UX/UI

Skills

- Design tools: Figma, Sketch, Miro, Adobe Creative Cloud (Photoshop, Illustrator, Premier Pro)
- Project Management: Confluence, Trello, Jira, Zendesk
- Web development: HTML, CSS, Bootstrap
- Core Competencies: Visual Prototyping, Wireframing, User Research, User Interviews, Surveys, User Testing