

# Cole Christiansen

UX/UI Designer in Brooklyn, NY

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## About

UX/UI Designer with 4+ years of experience creating intuitive web and mobile products that provide high-quality, impactful solutions to real-world problems

## Education

### Kennesaw State University

B.S. Interaction Design  
2018 - 2021

User Testing, UI Design,  
Front-end Web Development,  
Ethnography for Designers, SEO  
and Analytics

### Syracuse University

Architectural Design  
2014 - 2015 (*transferred*)

Developed design thinking and  
visual storytelling skills

## Skills

Interaction design, usability testing,  
information architecture, affinity  
mapping, journey mapping, user  
flows, wireframing, high-fidelity  
design, prototyping, HTML, CSS, JS

## Tools

Figma, Figjam, Adobe CC, Hotjar,  
Webflow, Miro, pencil + paper

## Experience

### Freelance / UX/UI Designer / Jul 2022 - Present

- Lead UX strategy and end-to-end web design, delivering streamlined web experiences that improve engagement and conversions
- Designed and refined B2C/B2B platform architecture and user flows, optimizing usability and business impact

### Marketwake / Senior UX Designer / Aug 2021 - Sep 2024

A web design and marketing agency where I led UX/UI and product design for 30+ clients, including University of Georgia, Lear, and Machete

- Led clients through user research, wireframing, and high-fidelity phases, driving collaboration and aligning design solutions with user needs, ensuring final products met user and business needs, leading to high client satisfaction and adoption
- Redesigned UGA's Grady College website, improving accessibility and navigation for 1,400+ students and faculty. Post-redesign surveys showed a ~30% increase in perceived usability and satisfaction
- Partnered with engineering and product teams to design and launch core features for Punchlist, aligning UX with business goals and technical constraints, resulting in a 33% revenue increase within two months
- Led the transition from Adobe XD to Figma, standardizing design workflows and improving collaboration across design and development teams
- Designed, built, and maintained scalable design systems for multiple SaaS platforms (Flowpath & Punchlist), creating reusable UI components that streamlined development and improved consistency across applications
- Mentored junior designers and led workshops on research methodologies, usability testing, and Figma best practices
- Implemented and worked with data-driven feedback tools like Hotjar and Google Analytics, driving ongoing UX improvements and reducing bounce rates by up to 87%

### Betta Innovations / UX Designer / Jul 2019 - Mar 2020

A UX research startup where I refined my skills in user research, design iteration, and integrating user and stakeholder feedback

- Created wireframes and low-fidelity prototypes to visualize early-stage concepts, facilitating client and stakeholder feedback and enabling a smoother design iteration process
- Collaborated with designers, developers, and project managers to align UX goals with technical requirements