

# KIRSTY SAUNDERS

UIUX Designer | Cincinnati, OH | 17407617075 | [kirsty@kirstydraws.com](mailto:kirsty@kirstydraws.com) | [kirstyworks.com](http://kirstyworks.com)

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## SKILLS

- Figma
  - Adobe Creative Suite
  - Wire Framing
  - Prototyping
  - Illustration
  - Web Design
  - Product Design
  - UX Research
  - Contextual Design
  - User Interviews
  - User Journey Mapping
  - User Flow
  - Heat Maps
  - A/B Testing
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## EXPERIENCE

**UIUX Designer | LiveSwitch | Remote, USA**  
July 2023 - September 2023

- Centralized all UI assets into a single unified Figma library, ensuring brand consistency and responsiveness across products.
- Designed an intuitive payment and subscription hub, catering to both desktop and mobile users.
- Created informative assets to guide users in set-up enablement and customizing features.

**UIUX Designer | Verint (formerly Conversocial) | Remote, UK**  
January 2022 – December 2022

- Advancing Verint's UI asset library for Figma, creating components, and adhering to design standards throughout the apps.
- Incorporating social media guidelines into products, ensuring optimal user journeys without disrupting prior app knowledge.
- Collaborated with cross-functional teams on projects, from wireframes to final mock-ups and high-fidelity screens.

**UIUX Designer | Conversocial | London, UK**  
June 2019 – January 2022

- Significantly improved site metrics by 3.5% through A/B testing, heat-maps, analytics, and session recordings.
  - Established a design system with illustrative and icon elements for the brand's various sectors.
  - Crafted a comprehensive illustration branding guide with SWOT research, stakeholder interviews, persona building, and affinity mapping.
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## EDUCATION

**University for the Creative Arts | BA Hons | Illustration**  
May 2014