

KRYSTAL FLORES

I am a Product Designer with over ten years of design experience based in New York. I excel in systematic thinking and leverage authentic storytelling to boost user engagement. I am a passionate designer and problem solver with a proven record of delivering design solutions that align with business objectives that have achieved award winning results.

SKILLS

Design Systems
Prototyping & Wireframing
Illustration
Design Q&A
Information Architecture
Responsive & Adaptive Design
User Flows
User Research & Testing
Task Analysis
Marketing
3D Design
Art Direction
Print & Packaging Design

TOOLKIT

Figma / Figjam
Adobe CC Suite
Klayvio / Marketo
Miro
Google Analytics
UserTesting
Inspectlet/Hotjar
StoryBlok / AEM
Magento / Sellercloud

EDUCATION & CERTIFICATIONS

General Assembly,
New York, NY —
Sep 2021 - Dec 2021

User Experience Design,
Immersive Certified

Farmingdale State University,
Farmingdale, NY —
Jan 2012 - May 2015
Visual Communications, General

CONTACT

krystalmflores.com
631-339-5093
Krystalmflores.com

EXPERIENCE

Sr. UX & UI Designer - Sealed Air, Corporation
Charlotte, North Carolina - March 2023 - Present

I spearheaded the redesign and strategic direction of the Sealed Air B2B site, overseeing multiple client-facing products that significantly boosted usability scores set to be rolled out in 2026. Additionally, I was instrumental in lead generation efforts, developing design strategies that effectively guided users further along the sales funnel.

I successfully delivered responsive web designs and created campaigns for brands such as Bubble Wrap, Autobag, Cryovac, and others. I established standards for our design system and deliverables, promoting seamless collaboration and efficient delivery across digital products and cross-functional teams.

I conducted UX audits to identify design debt and process gaps, which informed strategies for improvements. By collaborating with product and research teams, I created interactive prototypes to validate new features and designs, gathering actionable insights for informed decision-making.

Lead UI/UX Designer - Focus Camera
Brooklyn, NY - July 2018 - March 2023

I led design and direction on internal and external brand initiatives for Focus as a member of the marketing team. I conducted and implemented research and design strategies that drove brand awareness and garnered invaluable user insights. I spearheaded UX/UI research and design for Focus's award-winning web relaunch, which *Newsweek* powered by statista dubbed as one of the Best Online Shops of 2023. I also worked alongside key members of cross-functional teams to define our e-commerce logic.

Product Designer & Art Director - Freelance
New York, NY - May 2014 - Present

I lead various product, brand, and marketing campaigns through art direction and strategy including end-to-end creative support. I help drive brand recognition and growth for small and world-wide DTC and B2B companies alike through bespoke brand campaigns. Select clients include: 47', Sonia Kashuk, PhotodomNYC, Target, Plutonic CBD, and many more.

Graphic & Packaging Designer - Fesco
Distributors Brooklyn, NY - July 2017 - May 2018

Spearheaded custom designs for products and packaging, created compelling illustrations and 3D mockups. Delivered high-quality design assets while consistently meeting tight deadlines and exceeding client expectations.

UI Designer - Encapsulated Solutions, LLC
New York, NY - Jan 2017 - June 2017

As a contracted UI designer, I developed a custom SaaS CRM software for accounting firms, defining a design system that enhanced user experience. This work ultimately led to increased efficiency and reduced costs for the client.