

Krista Miller Design

art put to good use

UX/UI Designer and Art Director



Portfolio: kristawieganddesigner.com



[LinkedIn](#)

EDUCATION

College **2010-2014**
Michigan State University
Bachelor of Arts, Advertising
Specialization, Design
Honors College
Dean's List

COMPETENCIES

UI/UX Design
Art Direction
Illustration
Photo Editing
Social Media

SKILLSET

Figma
Sketch
Adobe XD
Adobe InDesign
Adobe Illustrator
Adobe Photoshop

EXPERIENCE*

Sr. Art Director at Tweddle Group
September 2023 - April 2024

My position was responsible for producing high-quality visual designs from concept to execution, including those for print, desktop, web, and mobile devices at a variety of resolutions. Created assets that reflect a brand and make use of suitable typography. Possessed a wide range of print production knowledge and production techniques.

Senior UX Designer for RPM Freight
September 2022 - September 2023

The UX leader in the creation of a custom Transportation Management System unique to vehicle shipping.

Tasked with all UX and UI related endeavors such as internal user research, persona development, wireframing, prototyping and high fidelity designing as well as developer handoff.

Senior UX/UI Designer for VMLY&R
March 2022 - September 2022

Lead visual concepting, prototyping, and development handoff for two native app projects involving the changing Ford customer experience.

Including:

The pilot of an ambassador program aimed at soon-to-be Mach-e owners, which would allow customers to have a single point of contact via text or phone for all questions related to charging and care of the Mach-e.

The second Ford project involved visual UI development of a remote payment app for dealership service repair.

UX/UI Designer for Stahls' Inc.
February 2021-2022

Update UX work in an agile environment such as the main site navigation and product page updates for a vinyl and heat press company.

Was also involved in a lot of generalist graphic design work for their social, road-show booths, and B2B mailings.

UI Designer for Smart Monkeys, Inc.
November 2020-February 2021

Collaborated with fellow designers in an agile environment to develop a full-fledged system that would allow users of an entire building to function all show controls from a single web application.

This was a very large and complex system for Google that needed to be integrated with Smart Monkeys' current software product.

Freelance Graphic Designer for Stefanini
July 2020-Sept 2020

Created graphics and materials to visualize content for 2 multi-media IT solution campaigns. This included social media graphics, infographics, ebooks, emagazines, and some video.

Art Director at Tweddle Group
Aug 2016-April 2020

Executed owner manual designs for OEMs worldwide, for brands such as FCA and Ford.

Designed the UI for a barcode scanning system that can be used remotely via browser.

Redesigned many of the currently circulated Quick Reference Guides for Ford vehicles.

Collected and managed a variety of assets and assured all materials were print ready.

*Accounts worked on include but are not limited to:

Ford, Lincoln, Nissan, Infiniti, GM, FCA/Stellantis, BOSE, Subaru, Rolls Royce, BMW, Canoo, MSU Football, IT Solutions