Kristen Sapowicz Haring

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Senior Product Designer

I am an ambitious and versatile design lead with over 12 years experience in software products. I thrive in teams where I can explore new ideas, be creative in my approach to tackling tasks, and consistently connect with others. I am a natural motivator and collaborator, and my positive energy is usually what people notice about me first. I am attracted to solving big problems, especially in sectors with high growth opportunity. I am innovative, I challenge the status quo, and I advocate for win-win solutions that benefit the user as well as the business.

WORK EXPERIENCE

Voxtur Analytics (acquired Anow) • Remote • 09/2021 - 08/2022
Senior Product Design Lead

- Owned the Anow brand across three cloud-based products and a companion iOS application, maintaining its continued success and reputation through cohesive user experiences and consistent design.
- Formally built a design team consisting of two designers which contributed towards improving the overall customer experience, as well as promoting a design thinking and user research culture.
- Led a project team comprised of developers, researchers, QA, and designers where the team created product features, upgraded the developer framework, modernized Anow's branding, and improved accessibility, which all contributed towards converting users, and reducing turnaround time (an industry standard KPI), by two days.
- Nurtured enterprise client relationships, including one with the second-largest lender in the United States, which contributed to 75% of Anow's annual revenue.
- Organized user research studies to promote data-driven business decisions. Our research reduced monthly customer support volume and improved business KPIs.

Anow • Red Deer, Alberta, Canada • 06/2019 - 09/2021
Senior Product Designer & Developer

- Responsible for the design and user experience of all the company's products, which consisted of multiple web applications and a companion iOS mobile application.
- Contributed as a core member of the front-end development team. Translated designs into working code all while enhancing the user experience, promoting code quality, and creating reusable design components within the existing style guide.
- Managed the successful release of a major product to market as product manager, designer, and front-end developer. Worked with customers, sales, support, leadership, and marketing to

coordinate the details of the project. Led the development team in terms of following a road map, executing features, and releasing code. Prepared marketing and sales for the release, and worked with support to create educational materials. Worked closely with customers to gather live feedback along the way. The launch was a success in terms of gaining attention from our industry which then led to acquisition.

- Created a brand new mobile web product within a matter of weeks when the pandemic affected the appraiser's ability to walk into customers' homes. The new product allowed homeowners to assist in gathering housing data on behalf of the inspector. Responsibilities included the naming, branding, design, and front-end development of the project.

Reaction Agency • Red Deer, Alberta, Canada • 02/2018 - 05/2019

Senior Front End Designer & Developer

- Lead digital designer of the agency, where main responsibility was owning the creative vision and execution of client projects that ranged from web applications to marketing websites.

- Coordinated on a daily basis the design and development of projects among remote and in-house designers and developers. Involved providing feedback, managing revisions, and tracking hours to complete quality projects on schedule and within budget.

- Creatively translated print brand standards into a digital format, minding all form factors.

- Front-end developer who skillfully took visual designs and extrapolated them into front-end code, coded custom responsive Wordpress themes using PHP and SASS, and coded the styling for web applications in complex languages like Vue.

Fidelity Investments • Boston, MA, USA • 09/2016 - 04/2017

Senior Visual Designer

- Participated in the redesign of a critical page in the sign-up process for a consumer robo-advisor product. There was a notable increase in sign-ups after the redesign was launched.

- Confidently designed within corporate brand standards while simultaneously pushing the bounds to influence the larger organization towards more innovative and modern patterns. Responsible for creating a new responsive menu header that would be the new header pattern for all future designers' work.

- Leveraged personas through all parts of the design process in order to empathize with Fidelity's specific customer types, and familiarize business partners with the target audiences. Designed and marketed specific landing pages for each persona, focusing on proper language and imagery.

Booking.com (acquired buuteeq) • Seattle, WA, USA • 02/2012 - 07/2016

Senior Designer

- Lead designer on the e-commerce arm of the product family. Was responsible for reconfiguring the existing booking engine so that it emulated the functionality and aesthetic of Booking.com's booking engine. Worked with developers and a product manager to create mock-ups, make design decisions, and collaborate with developers to execute the designs.

- Learned Booking.com's proprietary experimentation platform, and led and coded a number of experiments on the booking engine, where an increase in bookings resulted.
- Moderated usability tests for multiple projects, including one at headquarters in Amsterdam, where we met with hotel partners and conducted eye-tracking and general usability studies.

EDUCATION

Bs In Graphic Design Minor In Business Administration • Northeastern University
• 09/2006 - 05/2010

CERTIFICATIONS

Certified Scrum Product Owner® (CSPO®)

Scrum Alliance • 06/2022

SKILLS

Mobile User Experience Design, Front End Web Development, Data Driven, Product Management, HTML, CSS, User Experience, User Research, Team Building, Product Marketing, Cross Functional Collaboration, Interaction Design, Problem Solving, Collaboration, Brand Standards