



HELLO, I'M KRISTIN COOKE.

AWARD-WINNING CREATIVE DESIGNER

CAPITAL ONE | JUN 2017 - PRESENT

Lead, Principal UX Designer + Creative Direction, Product UX IC

- Conceptualized, pitched to business stakeholders, and developed a design system team to build a react and angular plug and play kit shortening project execution time from up to 3 months to up to 1 week enabling all product teams to create, edit and launch faster
- Managed design discovery, documentation, product management, stakeholder integration, and delivery for Commercial responsive web products, consumer-facing iOS + Android product teams often as the sole designer
- Initiated partnership strategies and engagement models for Commercial UX teams and legacy Brand teams to create a first-time branded experience for digital products to ensure consistency met the brand vision
- Designed identity and swag for Capital One presence at an internal Adobe Conference event
- Designed 30% of the components for the expanded commercial and consumer design systems teams from the introduction of the component concept to documentation, execution, and launch for both the UI and animation annotation
- Trained, indirectly managed, and mentored 16 designers from intern to principal level in technical skill, product design, delivery and management, interaction design principles, visual design principles, motion design principles, accessibility training, and diversity and inclusion in order to help designers find their individual voice and strengthen opportunities for advancement
- Led creative direction of UX for B2B products introducing cross-selling and marketing strategies

LEADING CAPITAL ONE INITIATIVES

Accessibility Champion
Interaction Design
Visual Design Community of Practice
Brand Experience Lead
Diversity + Inclusion
Design System Creator + Champion

KEYNOTES + WORKSHOPS

“The Importance of Brand Experience Within the UX Delivery Process”

“Leveling Up Your Design Career” with the Richmond Design Group

“Get Naked: The Who We Are Culture: Opening Culture To Design For Culture”

Design-friendly Front-end Development

Inclusive Design workshop at DC UX Week 2019

Accessible Products Cross-Expertise Training to 80+ Product, Tech, Dev and Design leads

Design Thinking

IMA DESIGN AWARDS

2015 Best in Class Nonprofit
2015 Best in Class Technology

EDUCATION | BFA GD

Academy of Art University
Art Institute of Washington
Art Institute of Colorado



EDUCATIONAL HONORS

Alpha Chi Honors Society - AIC

LEADERSHIP STRENGTHS

Strategy

Direction

Structure

Stakeholder + Product Partnership

Partnerships + Collaboration

Project Management + Prioritization

Culture Adaptation

I dig the occasional scotch outing

Dream big, but start small

Internal + Social Mentorships

SKILLS

Interaction Design

Visual Design

Branding + Marketing

Motion

Project Management

Frontend Development

TOP TOOLS

Sketch

Adobe XD

Adobe After Effects

InVision + Studio

Usertesting.com

Sublime Text

FINRA | OCT 2014 - OCT 2016

Award-winning Lead, Principal UX Designer IC + Creative Direction

- Designed and developed the new FINRA Technology website from discovery and strategy with business stakeholders all the way to ideation, prototyping, hi-fidelity designs, motion annotation and UI development leading FINRA Tech to win two Best in Class design awards from the Interactive Media Awards Council
- Designed and managed BrokerCheck widgets and dashboards to monitor and fight insider trading through discovery workshops, internal analysis, and content strategy
- Developer 30% of the brand guidelines, asset packages, 100% of the interactive LCD panel display designs, and information architecture through card sorting for a complex intranet to refine our brand messaging

TIVO INC. | JAN 2013 - FEB 2014

UI Design Lead, Frontend Developer + Production Artist

- Re-designed the responsive desktop site, native app, campaign emails, and console UI for the new TiVo Roamio and TiVo Mini
- Created motion effects and animation, as well as post production video editing for Roamio setup videos and promotional short films
- Redesigned the social icon library
- Developed campaign emails with interactive prize marketing for March Madness through frontend development

● NEXTMEDIA 360 | FEB 2012 - JAN 2013

Lead UX Design IC + Frontend Development + Creative Direction

● ALERTUS TECHNOLOGY | MAR 2010 - MAY 2011

Lead UX Design IC + Frontend Development + Creative Direction

● RESIDENCY BUREAU | JAN 2008 - JAN 2010

Lead UX Design IC + Creative Direction