

KRISTEN CONNOR

+1 207.409.3961

kconnor@lofthousedesign.com

www.lofthousedesign.com



SUMMARY

With more than 20 years experience in digital design, and 15 years as a design leader, I specialize in helping product organizations raise their level of design maturity, with the goal of creating exceptional customer experiences that drive measurable business performance.

EXPERIENCE

ANIMOTO: HEAD OF DESIGN

NEW YORK, NY 2018-PRESENT

Lead a team of 15+ designers in functions including product design, motion/video design, UX research, and product design. Establishing design system for use across responsive web, desktop application, and mobile app properties. Introduced a new methodology to rapidly envision future-state customer experiences. Currently working with executive leadership on advancing organizational design maturity in support of company growth strategy.

BETTER MORTGAGE: CHIEF EXPERIENCE OFFICER

NEW YORK, NY 2015-2017

Joined prior to Series A funding as Head of User Experience. Led the design of the digital product through initial iteration of refinance and home purchase features. Promoted to CXO, taking on responsibility for human engagement with Better's customers. Increased team by >300%, inbound call answer rate by 2x, customer engagement by 60%, locks by 67%, and raised NPS score to 80 (industry average 32).

LOFTHOUSE DESIGN: PRINCIPAL

NEW YORK, NY 2005-PRESENT

Business is currently inactive. Own a small user experience design firm. Focused on UX strategy and effective delivery of design projects. Serve as design manager to teams of 25+ (often contracting to larger firms) in the creation of large-scale services and applications. Partial client list includes Morgan Stanley, The George Washington University, CVS/pharmacy, L.L.Bean, Volkswagen of America, National Heritage Academies, and Health Dialog.

YODLE: VICE PRESIDENT, USER EXPERIENCE

NEW YORK, NY 2011-2013

Built and led a UX design team of 20+ in an organization with minimal prior understanding of UX. Established processes for integrating UX into Agile methodology. Defined standards for print and digital, desktop and mobile. Created new offerings to improve the way local business owners market their services.

DAKASA: PRESIDENT

BOSTON, MA 2002-2005

Co-founded and grew a ten-person consulting firm that provided end-to-end design and development of websites and enterprise applications. As a small business owner, did a bit of everything and delivered successful projects to clients including L.L.Bean, Genzyme, Lavastorm, Boston 2004, Sensicast, and Vermont Technical College.

SAPIENT: DIRECTOR, USER EXPERIENCE

CAMBRIDGE, MA 1999-2001

Responsible for leading multidisciplinary design projects for Verizon and L.L.Bean. Part of leadership team that helped manage the integration of UX practices into Sapient's consulting model (through acquisition of Studio Archetype). Promoted to Director in 2000 from Senior Content Strategist on Staples and Verizon accounts.

THINK NEW IDEAS: SENIOR CONTENT DEVELOPER

NEW YORK, NY 1998-1999

Established digital content strategy and produced content, sitemaps, and wireframes for PLAYERS INC, Avon, and a range of Procter & Gamble brands. Solutions included ads, marketing sites, and live web events.

BLAU MARKETING TECHNOLOGIES, SR COPYWRITER

FAIRFIELD, CT 1994-1998

Wrote copy for print-based direct marketing materials. Worked on some of the earliest corporate websites. Acquired basic information architecture and front-end development skills. Clients included IBM, UPS, and NFL. Promoted from Copywriter to Senior Copywriter, Interactive in 1997.

EDUCATION

VILLANOVA UNIVERSITY

VILLANOVA, PA 1994

Bachelor of Arts, Cum Laude, Communication Arts

RECOGNITION

John Caples Award, MIMC Award, ComputerWorld Innovative Technology Award (nominee), PMA Reggie Award, TMCA Compass Award, Nerdwallet Best Online Mortgage Lender for Customer Service.