

Krista Fleming

Accomplished design professional with more than two decades of experience creating distinctive brand identity programs, websites, and user experience and interface solutions. Clients include a broad range of industries, from solo entrepreneurs to Fortune 500 companies.

EXPERIENCE

ORANGEBELLY DESIGN, Bellevue, Washington
A creative brand and user interface design consultancy

Founder, Designer 2001 - present

Owned and operated Orangebelly Design, a sole proprietorship focused on brand, website and user interface designs. Handled all aspects of business including design solutions, project management, client acquisition, client relationships, marketing and accounting.

Designed brand identity strategies and solutions including logos, stationery systems, marketing collateral, websites and interactive tools.

Led all aspects of UI design projects: writing business requirements, conducting user experience analysis, developing information architecture solutions, creating wireframe prototypes and designing graphic user interfaces.

Project management for design and web development projects including deadline management, scheduling, task delegation and communication of the project roadmap to key company executives.

Built customer base, managed client relationships, projects and freelance consultants.

CASEY FAMILY PROGRAMS, Seattle, Washington
A leading national operating foundation focused on child welfare solutions

Business Systems Advisor 2013 - 2014

Participated in the evaluation, implementation and deployment of a new, comprehensive case management system built on a Salesforce platform. Using Agile methodology and working in partnership with a third party vendor, worked on all aspects of the solution lifecycle.

Responsibilities included business analysis and project management for team, vendor and leadership. Emphasis on development of business process maps and requirements, planning, user requirements, flowcharts, user interface design, basic configuration, implementation, project management and testing.

Created and managed configuration controls and change control documentation. Provided internal customers with technical support of the new system and helped to evaluate and prioritize incoming feature requests.

UX Consultant 2012

User research and discovery resulting in development of user personas for a new case management system.

GETTY IMAGES, Seattle, Washington
An industry leader in stock imagery and media

Interface Development Manager 1999 - 2000

Responsible for managing a multi-skilled team of user interface designers, usability engineers, graphic designers, business analysts and HTML production specialists in building business to business e-commerce web sites for Getty Images

Developed and directed user interface development strategy, design process and final solutions that met the technical, business and marketing objectives of the team. Coordinated with usability specialists on usability

testing and implementation throughout new interface development cycle. Worked closely with development team to ensure technical feasibility of all proposed interface solutions.

Evangelized user interface standards, methodology and the teams' user interface design innovations based on research and user testing. Ensured quality and consistency in delivery of user interface, design, templates, functional specifications and requirements. Worked closely with program managers to establish priorities, assign resources and provide schedule estimates for user interface team.

Information Architect/Interface Design Lead

1998

Responsible for designing user interface solutions that successfully combined content, functional design and new technology to meet customer needs in an e-commerce environment.

Responsible for designing site structure, creating flow charts, functional specifications and prototypes of proposed interface solutions and establishing standards as needed. Oversaw and/or designed navigation and graphics for web sites. Participated in user research and focus group sessions. Lead user interface and design reviews.

ESPN INTERNET VENTURES, Bellevue, Washington

An internet sports news media leader

Art Director

1997 - 1998

Responsible for all aspects of ESPN.com design and user interface including integration of multiple media and programming types across a network of web sites.

Lead on summer 1998 ESPN.com site wide redesign effort. Focused on design solutions that enable user retention, traffic growth, rich programming, intra-site merchandising and functionality, revenue generation and other network objectives.

Senior Designer

1996 - 1997

Managed a team of designers and production artists responsible for ESPN SportsZone design.

Worked closely with editors and producers to implement functional interface solutions for features, news and special sections.

Responsible for schedules, reviews and overall design project management. Managed redesign of 90,000-page site from initial conception to final production and implementation.

PACIFIC INTERACTIVE, Seattle, Washington

An interactive game development company

2-D Graphic Artist

1997 - 1998

Lead graphic designer on *Disney's Bill Nye the Science Guy* CD ROM. Responsible for creating graphics, animation sequences and designing a web site prototype.

EDUCATION

BFA in Graphics and Packaging Design, Art Center College of Design

Pasadena, California, August 1995

Honors Graduate

BA in Economics, Vassar College

Poughkeepsie, New York, May 1992

Honors Graduate

Elected Omicron Delta Epsilon International Honor Society of Economics

Art Center College of Design, Europe, Vevey, Switzerland

August 1990 – May 1991