Kelsey Wolstencroft

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EXPERIENCE

Senior Product Designer | Pluralsight

MAY 2021 - MARCH 2024

- Led end-to-end design process for a complex, multi-year platform integration project, conducted in-depth research, stakeholder interviews, and over 40 user tests to inform design decisions and influence the business integration strategy
- Designed and launched a skill assessment feature on the Home page which led to a 20% increase in assessments and 56% increase in re-assessment rates
- Redesigned a component on the Home page which enabled learners to more easily resume their current content, which resulted in a 31% increase in users starting content from the Home page and a 7% increase in engagement with the component as compared to the previous version
- Led comprehensive research, user testing, and design to help learners resume and track their progress in a Tech Skills learning program. Achieved a reach of over 48k users with a 52% engagement rate
- Designed and released a new product offering within the Pluralsight platform which provides a virtual instructor-led training experience for B2B customers

Director of Product & Design | PenChecks

JAN 2020 - APRIL 2021

- Achieved a 20% reduction in support call volume by redesigning and launching a new version of the PenChecks retirement fund distribution platform, which included both B2B and B2C platforms, as well as an internal tool
- Led the transition to a design-led culture, establishing product development processes as the inaugural design leader

Director of Product & Design | Bitmo

FEB 2016 - JAN 2020

- Designed and launched an iOS and Android native app which gained over 1 million users
- Synthesized user & business needs to develop a product roadmap, create product requirements and prioritize user stories
- Conducted research and user testing in order to design solutions to address needs of the users, business & other stakeholders and to create a seamless and engaging app experience
- Created and maintained design system

Product Designer | Pacific Science & Engineering

JUNE 2016 - MAY 2019

- Led design of unmanned vehicle navigation and meteorology interfaces within teams of human factors engineers and cognitive scientists for military & defense domains
- Collaborated with remote development teams, human factors engineers and other stakeholders to conduct research and user testing

SKILLS

UX research, wireframing, prototyping, usability testing, user flows, accessibility, iOS and Android design, design systems, workshop facilitation

Figma, Illustrator, Pendo, Mixpanel, Jira, UserTesting.com, Maze

EDUCATION

Arizona State University

Bachelor of Science in Industrial Design

Magna Cum Laude