

Kelsey Wolstencroft

kelseywolstencroft.com | linkedin.com/in/kwolstencroft | kwolstencroft@gmail.com

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

- Designed and launched a new version of PenChecks' retirement distribution platform, which includes both B2B and B2C interfaces, as well as an internal admin tool
- Created intuitive solutions to complex issues in the retirement finance domain
- Communicate and evangelize the value of and best practices of product design and development into a company that had no prior experience with design or product development processes

Director of Product & Design | Bitmo

FEB 2016 - JAN 2020

- Responsible for all design for an iOS and Android native app previously available on the App Store and Google Play
- 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.

EDUCATION

Arizona State University

Bachelor of Science in Industrial Design

Magna Cum Laude