KRIS FUSTON

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UX/UI professional with over ten years of experience in multiple facets of User Experience Design including Interaction/Visual Design, Information Architecture, Usability, and Client-Side Development. Seven years of this experience has specifically been focused in design/development leadership and management, driving UX and brand consistency throughout an organization. Extensive experience in design consulting for a range of deliverables, across multiple channels, including web-based applications, enterprise applications, and software products. Strong advocate for the user throughout the product design life-cycle, encouraging use of user-centered design tools and techniques.

EXPERIENCE

National Instruments | July 2002 - Present

Web Development Manager | March 2011 - Present

- Oversee the development of a custom client-side framework and pattern library, providing modularity in design and development components for increased efficiencies in site production
- Developed 1-3-5 year strategic roadmap for team growth and capabilities in alignment with business demand and direction
- Consolidated client-side development personnel into a single team providing a range of development services from production to architecture
- Established, manage, and optimize a remote/offshore development team for production and operation needs

Web Applications UI Manager | June 2008 - March 2011

- Built and managed team of Senior UI Designers and Front-End Developers/Architects focused on browser based solutions for both NI.com and enterprise applications
- Consulted across the organization (R&D, Sales, IT, and Marketing) on the consistency of User Experience and Brand Identity in their products
- Led initiative to produce a Brand Identity Toolkit, intended for both internal and external audiences, consisting of style guides, how-to and standards documentation, and a collaborative forum for discussing brand identity questions
- Served as a consultant for the NI IT Architecture team for UX/UI related initiatives
- Worked with client teams to improve efficiencies by enabling design and development to become involved earlier in the project life-cycle
- Built strong relationships with IT and Marketing management to ensure alignment for their initiatives with corporate design and brand strategies

Design Analyst/Senior Designer | March 2005 - June 2008

- Served as internal project/account manager for larger design projects, ensuring effective communication and knowledge sharing across teams
- Conceptualized and led initial team in a rearchitecture of the navigational experience for the NI.com product catalog
- Collaborated and designed NI's "Parts List" application, providing a collaborative environment for customers and the NI Sales organization to build complex orders
- Served as design lead for evaluating and implementing NI's first community platform, enabling customer generated content and collaboration on NI.com
- Co-led efforts enabling Direct Marketing to send HTML-based email collateral
- Selected from the NI Marketing Leadership Program to lead a team in developing solutions for collaboration and asset sharing between Marketing and Sales

Web Designer | July 2002 - March 2005

- Served as lead designer for eCRM initiatives including personalization and lead capture
- Provided information architecture and design services for NI's Search, Faceted Navigation, and CMS platforms
- Proposed and co-led NI.com's first efforts in usability testing
- Designed variety of web based product marketing collateral such as landing pages, advertisements, and promotional site sections
- Created and managed an internal team blog to promote the value of design, emerging design patterns and technologies, and team services

Cortex Interactive | Designer | October 2000 - April 2002

- Conceptualized and designed the visual elements and user experiences for a wide variety of interactive e-learning projects
- Served as creative and functionality lead on the majority of projects I was involved with
- Designed internal interactive materials to assist with the Cortex business development process

Emerging | Designer | December 1999 - August 2000

- Created site compositions and online marketing materials for clients such as Ashford.com
- Assisted Ashford.com's online marketing department in the development of co-branding strategies with select manufacturers
- Had lead role in the creation of print collateral for Emerging's in-house marketing department

EDUCATION

Abilene Christian University | August 1993 - December 1997

Bachelor of Arts (emphasis in Graphic Design)

EXPERTISE

Software

Adobe Design Suite, Axure, MS Office

Development

Working knowledge of HTML and CSS

Disciplines

Interaction/Visual Design, Information Architecture, Usability, Knowledge Management, Collaboration Technologies, Process and Methodology Development, UX Personnel Management, Remote Management, Resource Planning, Project Management