

KRISTINA RYABOY

Product Designer | UX/UI Designer | Mobile & Web

Shipped Product Experience · AI-Native Workflow · Accessible, User-Centered Design

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PROFESSIONAL SUMMARY

Product designer who ships. I design and deliver end-to-end consumer mobile and web experiences, from research through launch, with AI-native workflows that accelerate iteration without sacrificing craft. Most recently designed and shipped Arcus, an archery training app now live on both the iOS App Store and Google Play. Backed by 10+ years in enterprise technology, I bring a rare combination of design instinct, technical fluency (HTML, CSS, JavaScript, SQL), and firsthand empathy for real users navigating complex systems.

SKILLS

Design: Product Design · UX Design · UI Design · Interaction Design · Visual Design · Mobile Application Design · Native iOS & Android Patterns · Responsive & Mobile-First Design · Design Systems · Component Libraries · Auto Layout · Wireframing · Prototyping · Information Architecture · Personas & Journey Mapping · Accessibility (WCAG) · Usability Testing · User Research

Tools: Figma · Adobe XD · FigJam · HTML · CSS · JavaScript · React (learning) · SQL · GitHub · Claude Code · AI-Assisted Design & Development · ConnectWise · Azure DevOps · Microsoft Office Suite

Collaboration: Cross-Functional Collaboration · Stakeholder Management · Engineering Handoff · End-to-End Product Ownership · Agile Environments · Documentation & Training

FEATURED PROJECTS

Arcus — Archery Training App | *Lead Product Designer*

2025–2026

Live on the iOS App Store and Google Play. Partnered with Ace Archers.

- Led complete UX and UI design lifecycle from user research through launch on both app stores.
- Conducted competitive analysis and user research with the local archery community to identify four high-impact pain points that shaped feature priorities.
- Created detailed user personas and journey maps to guide information architecture and interaction design.
- Designed five core user flows including session tracking, analytics dashboard, equipment management, mental training tools, and training journal.
- Built wireframes, low-fidelity prototypes, and high-fidelity mockups in Figma across the full product surface.
- Planned and facilitated moderated and unmoderated usability studies with five participants; synthesized findings into actionable design iterations.
- Shipped production-ready designs in collaboration with development using AI-assisted workflows (Claude Code).
- Leveraged domain expertise as a USA Archery Level 3 Coach to inform authentic, user-centered decisions.

Discover Movement Connect (DMC) — Coaching Platform | *UX Designer & Front-End Developer*

2026

Mobile coaching platform for Discover Movement, a functional strength and pain management gym in Dedham, MA.

- Defined two primary personas (coach and client) through user interviews and surveys.
- Designed end-to-end user flows from paper wireframes through digital wireframes, lo-fi prototypes, and hi-fi visual design in Figma.
- Built responsive front-end prototype using HTML, CSS, JavaScript, and AI-assisted development tools.

- Managed the full project independently, collaborating directly with the gym owner as primary stakeholder.

Personal Portfolio Site | Designer & Front-End Developer

2026

- Designed and developed a fully responsive portfolio site using HTML, CSS, JavaScript, and AI-assisted development.
- Implemented accessible navigation, scroll-based interactions, and a cohesive dark-theme design system.
- Built case studies showcasing end-to-end process for Arcus and DMC.

PROFESSIONAL EXPERIENCE

Granite Telecommunications, Quincy, MA

Senior IT Applications Support Analyst

Jan 2016 – Oct 2025

- Analyzed ticket trends across 70–100 concurrent support requests to identify recurring user pain points in enterprise applications, directly informing workflow improvements.
- Identified a backend defect impacting customer billing access; collaborated cross-functionally with engineering to resolve root cause and restore usability.
- Reduced escalation rates by translating recurring workflow breakdowns into actionable improvements.
- Designed and documented user-facing training materials to improve system adoption and reduce friction for end users.
- Facilitated weekly stakeholder meetings, translating technical issues into clear, user-impact language for non-technical audiences.
- Held an active U.S. government Public Trust (Tier 2) clearance while supporting federal-adjacent operations.

Voice Services Project Coordinator

Nov 2014 – Jan 2016

- Managed cross-functional projects through full delivery lifecycle.
- Trained and mentored team members to drive performance and professional development.

Senior Support Team Analyst

Sep 2007 – Apr 2013

- Led a support team through escalations and high-priority issues.
- Trained and mentored peers to raise team performance.

Blue Cross Blue Shield of Massachusetts, Boston, MA

Member Service Associate

Feb 2014 – Nov 2014

- Guided members through complex digital tools, identifying usability challenges and advocating for clearer navigation.
- Balanced policy compliance with user experience when resolving complex account issues.

EDUCATION

Southern New Hampshire University, Manchester, NH

Bachelor of Science in Information Technology (Data Analytics) — In Progress, GPA 4.0

Associate of Science in Information Technology — Highest Honors, GPA 4.0

Google UX Design Professional Certificate — Coursera, 2026

Project-based program covering user-centered design, accessibility, wireframing, prototyping, and usability testing.

Meta Front-End Developer Professional Certificate — In Progress

Hands-on program covering JavaScript, React, version control, and modern web development practices.

CERTIFICATIONS

USA Archery Coach, Level 3

- Design structured skill development programs tailored to individual learning styles.
- Provide iterative feedback based on performance observation and measurable improvement.