



Kristina Starr

CREATIVE DESIGNER • GREATER ORLANDO

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PROFESSIONAL SUMMARY

Visionary and collaborative UX/UI designer and brand marketing professional with a passion for consumer behavior, marketing innovation, product management, content creation, and sales strategy. Demonstrated success connecting with others, leading groups, and encouraging creativity. Track record of multiple impactful website creation/redesign projects and campaigns. As a dedicated advocate for quality and a self-proclaimed perfectionist, I'm committed to refining my skills, pushing creative boundaries, and delivering exceptional results that drive measurable impact and inspire others.

EDUCATION -

- UNIVERSITY OF CENTRAL FLORIDA
ORLANDO, FL
BSBA, Marketing
VALENCIA COLLEGE
ORLANDO, FL
AA, General Studies
FLAGLER COLLEGE
ST. AUGUSTINE, FL
26 hours of completed coursework,
Graphic Design and Communications

SKILLS -

- Brand Development, Web Design, Graphic Design, Collaborative Problem Solving, Artificial Intelligence, User Interface Design, User Experience, Content Creation, Attention to Detail, Customer Service, Digital Marketing, Influential Communicator

AWARDS & CERTIFICATIONS -

- Google Analytics Certification (2019)
CIW Web Development Professional Certification (2013)
Florida Bright Futures Medallion Scholarship Award (2014)
VFW's Patriot's Pen Youth Essay Winner (2010)

PROFESSIONAL EXPERIENCE

CYBERMEDICS 2021 - 2024

DIGITAL MARKETING SPECIALIST • ORLANDO, FL • REMOTE
Custom software solutions developer leveraging lean principles to bring efficiency and value to workplace systems.

- Instrumental in securing a major client by executing a comprehensive marketing plan, including elevating organic SEO and leading the entire rebrand and redesign of website
Drove brand visibility with LinkedIn ad campaigns; resulting in a 251% increase in traffic
Supported software development with UX/UI expertise for client projects, designing mockups, prototypes, and user surveys for insights into design and functionality
Managed the company blog and social media channels, collaborating with contractors for consistent, on-brand content creation, and ensured SEO optimization for all produced content
Designed visually appealing branded company assets

GPS LOCKBOX 2020 - 2021

CONTENT MANAGEMENT SPECIALIST • LAS VEGAS, NV • REMOTE
Forefront leader in wireless and telematics for fleeting, tracking, and mobile mounting solutions.

- Executed the photography, filming, editing, and enhancement of visuals for entire product lines of Atmos, Kyocera, Samsung, and Sonim, achieving a polished and professional presentation
Elevated product visibility across all listings by crafting SEO-rich product descriptions, contributing to a powerful and cohesive online presence
Established and maintained website uniformity through digital asset management and standardized formatting

KHARIS PUBLISHING 2019

GRAPHIC DESIGNER AND EDITOR • GREATER CHICAGO AREA
Inspirational, independent general trade book publisher.

- Crafted a visually appealing book cover for "Oh Da Joy" and designed/formatted engaging interiors for works like "An Unexpected End" and "Coincidental Destiny"
Utilized HTML/CSS skills to convert print books to dynamic eBooks, showcased in "Gaudy Baubles & Fartworms" and "The Art of Being Whole"
Led content integration, transferring book descriptions and details to enhance the online presentation of website