

KRISTEN SHIRKEY ♦ UX DESIGNER

Certified Wayfinder Coach • Psychosomatic/Parts Therapy Practitioner • Trauma-Informed • Podcaster • Singer • Feminist

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EXPERIENCE

Nordstrom

May 2022 - Jan 2025

UX Designer 2

Designed new ad placements for the Nordstrom Media Network, generating \$1M in additional revenue within one month. Architected mobile banners resulting in 2,500 new app downloads each for Nordstrom and Nordstrom Rack in one week. Updated and maintained core components for the Nordstrom/Rack Design Language System, ensuring cross-platform visual consistency. Collaborated across disciplines with UX Research, Content Design, and Engineering to deliver user-centered solutions in a high-velocity retail environment.

Grainger

Jul 2019 - May 2022

UX Designer

Coordinated design strategy with development team and created wireframes/interaction notes for: internal knowledge-management tool built from scratch, as well as adaptive redesign of Grainger.com Registration and Order History experiences.

Thomson Reuters

May 2017 - Jul 2019

UX Designer

Partnered with development team and redesigned Firm Management/Document Management applications of Onvio Cloud Suite for tax and accounting professionals.

ForeSee

Jun 2013 - May 2017

Usability Analyst

Presented tactical and targeted recommendations for hundreds of clients on how to improve usability of their websites, intranets, and apps using heuristic evaluation based on latest academic research and design best practices.

EDUCATION & CERTIFICATIONS

2025 • Certified Parts Therapy Practitioner | Integrative Psych Institute

2025 • Certified Psychosomatic Practitioner | Integrative Psych Institute

2023 • Certified Wayfinder Life Coach | Martha Beck Inc.

2013 • Master of Science in Information, Human-Computer interaction | University of Michigan

2010 • Bachelor of Music, Vocal Performance | Cleveland Institute of Music