

Krysten Vonk

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I am passionate about designing and developing holistic customer experiences that consider all channels and touchpoints. I enjoy tackling complex problems and bringing together the big picture of user goals with business goals and capabilities.

Skills

Problem definition, research, insight generation, workshop facilitation, analysis, customer journey mapping, wireframing, prototyping, stakeholder management, and service design.

Experience

UX Designer - Freelance

Nov 2016 - Present

UX/IA Designer - MediaMonks

Jul 2015 - Nov 2016

Detailed UX Design

Design user journeys, flows and wireframes for digital campaigns, e-commerce sites and media content sites. I use knowledge of the target audience and prototyping to produce experiences that meet business and user goals.

Customer Experience Manager - Spark Ventures

Oct 2013 - Aug 2014

Experience Design

Designed the end-to-end customer experience for a pre-commercial launch digital start-up. Built the customer operations team, prioritised the product backlog according to the goal MVP experience and contributed to branding decisions.

Organisation design

Developed and implemented a shared services operating model and structure for a customer support team. The team served start-ups from launch through to scale.

Senior Consultant - Davanti Consulting

Jul 2013 - Aug 2014

Digital Strategy

Analysed competitors and best practices to build a digital strategy for a large NZ Telecom.

Awards

The FWAs

FWA Of The Day: **All of Brasil Plays: Solarin**

Education

University of Waikato

Bachelor of Management Studies with First Class Honours
Marketing & International Management

Head of Digital Care (acting) - Spark Ventures

Sep 2014 - Mar 2015

Lead a successful customer operations team and advised pre-launch start-ups within the incubator on customer service and customer experience.

Leadership

Established, managed and grew a customer operations team of 12 to deliver many customer touchpoints for multiple new digital start-ups in an innovation incubator.

Service Design

Lead the design, implementation and development of a customer operations value proposition as a shared service for other start-ups within an incubator using lean and agile methodologies.

UX research

Generated insights through user research methods for new digital businesses to inform their launch and product roadmaps.

Information Architecture

Developed, tested and validated a content prototype and a knowledge management process for key internal and customer information in a large utility.

Awwwards

Site of The Day & Site Of The Month: **Solarin**