

KIRSTEN JIZ (LUBKERT)

Senior UX Designer

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EXPERIENCE

Senior UX Designer (AI), PayPal

April 2022 - Present

I am a senior UX designer working on both a generative AI chatbot, which just launched a few months ago, as well as incorporating AI into the shopping and checkout experience. I am currently working on the north star vision as well as working closely with developers and product managers to deliver fast, short-term needs. Previously at PayPal, I led the fraud and seller protection program and delivered projects that resulted in \$8 million in revenue per year so far.

Senior Product Designer, Spectrum

April 2018 - March 2022

As a senior product designer, I currently manage six platforms along with one junior designer. I work closely with the product managers, developers, dev testers, and the leadership team to accomplish business and user goals. I am responsible for creating wireframes, user flows, high fidelity mock-ups, and injecting user research. We follow a lean process and launch experiments quickly.

Senior UX Designer, Bindlestick Consulting

May 2018 - May 2019

I supported the user research, design, and launch of a new e-commerce responsive website for the outdoor industry. I collaborated with the business owners and development team as we designed, developed and launched this website in less than 6 months.

UX Designer, Cabela's

January 2017 - April 2018

Utilizing user research, I enhanced the cart and checkout experience on Cabelas.com, which significantly lowered cart abandonment. I also created a heuristic evaluation of the Bass Pro Shops website, which was reviewed by the CEO of the company and resulted in numerous checkout enhancements.

UX Designer, IndiCart (Contract)

October 2016 - November 2016

I was brought on to the IndiCard team with the goal of increasing the number of users who sign up for the app. I diligently conducted user research to identify pain points in the sign up process. After a few rounds of usability testing and iterations I delivered a high fidelity design proposal to the business owners.

SKILLS

Prototyping
Leading Workshops
User Flows
High Fidelity Design
Wireframing
Usability Testing
Accessibility Standards

TOOLS

Figma
Sketch
ProtoPie
Zeplin
Adobe Suite
InVision
Framer
Principle
Jira

EDUCATION

Appalachian State University,
Bachelor of Science & Technology
Graphic Arts & Imaging Technology with
Business Minor

**General Assembly, User Experience
Design**

Full Time Immersive UX Certification

