



Kristian Delacruz
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What I'm excited for

Build customer obsessed products that are impactful. Be a human-centered leader building a design team that values growth and organizational influence.

Experience

Amazon • Lead UX Designer

September 2022–February 2024

- Lead Designer that successfully launched an E2E shared album CX that touched 6 million Echo Show, FireTV, and mobile app customers. Which resulted in 5% increase on device personalization and 3% invitation increase.
- Led and delivered a redesign of the Device Personalization experience in 30 days by rapidly building trust with Product and Engineer stakeholders. Project increased personalization on devices by 5%.

Microsoft, Microsoft Identity • Lead Product Designer

May 2021–September 2022

- Led design and research for a new Azure Active Directory feature that automates identity HR workflows. This effort opened a ~1+ billion dollar potential for Microsoft Azure.
- Executed and successfully launched 2 private previews that resulted in 6 companies taking part to test and provide rigorous feedback.
- Led, facilitated and educated accessibility design methodologies on the Identity Design team to decrease accessibility bugs by 5% during development.

USAA • Senior Product Designer

December 2020–April 2021

- Led design to test, optimize, and scale utilization of human-centered design toolkits by 8% in 60 days for 250+ Design organization.
- Facilitated and led 15+ group cohorts of HCD 101 and Partner Sessions to educate, increase the design practice and build relationships within the enterprise.

Asurion • Senior Product Designer

March 2018–December 2020

- Led design, workshops and user research on 3 cross-functional platform migrations that led to successfully winning a multi-million contract for Amazon.
- Oversaw design for cross-team initiatives on high-traffic transactional claim flows, claims rebranding transformation, communication architecture efforts and fulfillment optimization innovations. This effort led to an additional 100,000+ subscribers on the product.

Booz Allen Hamilton • Senior Product Designer

February 2015–March 2018

- Led two \$1 million+ contracts for Department of State and IRS.gov redesign. Other projects consist of Department of Labor, Army, Air Force, Environmental Protection Agency (EPA) and National Institute of Health (NIH) by utilizing user research, UX design, interaction design, visual design and brand development.

Education

General Assembly • Washington D.C.

Shepherd University • Shepherdstown, WV

Bachelor of Fine Arts: concentration in Graphic Design

Skills

Design Leadership & influence

Impactful Design Strategy

End-to-end Product design

Insightful User Research & testing

Thoughtful Interaction Design

Visionary Design Facilitation

Ethical Design

Collaborative Service Design

Native Cloud Design

Accessibility Design

Adobe Creative Suite

Figma

UserTesting.com

HTML/CSS

Passions & quirks

Mentorship, design thinking, collaboration, discovering local food spots, Drum Corp., and sphynx cats.