Roxanne Krumm
Product Designer

roxannekrumm.com
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919.949.8876

Luminary Media / Senior Product Designer

Mar 2020 - Present   New York, NY

Luminary is a subscription podcast network with shows from Russell Brand, Trevor Noah, Lena Dunham, and others.

At Luminary, I worked on improving subscription conversion by revamping the acquisition flow and pushing web traffic to download the app. I helped elevate the app's interface while building and maintaining their design system. Other projects included researching and testing concepts to improve engagement and discovery of Luminary Original podcasts. I worked cross-functionally with other teams to ensure the product met expectations across the business. Some of the projects for Luminary spanned various platforms like iOS, Android, Web, Carplay, x1, and iPad.

Glamsquad / Senior Product Designer

Nov 2017 - Mar 2020   New York, NY

Glamsquad is an on-demand beauty service provider that sends stylists to your home.

At Glamsquad, I worked on improving the quality of the experience for how the client and stylist communicate in an on-demand location-based product. I helped build an e-commerce site quickly under a new beauty product launch and integrated the new product with the in-home experience through push notification strategies and in-app personalization. I worked with engineers to solve appointment punctuality through ux design and location tracking across 5 major cities.

Portfolio

www.roxannekrumm.com

Design Skills

Research
Usability Testing
Prototyping
Interaction Design
UI Design
Design Systems
IOS & Android

Proficiency

Sketch
Figma
Photoshop / Illustrator
After Effects
Invision
Principal
Zeplin

BFA in Design

August 2006 - May 2011

University of North Carolina at Greensboro

Achievements

Best App of 2014 Award from Google Play

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Influenster / Senior Product Designer

Jan 2016 - Nov 2017   New York, NY

With over 4 million members, Influenster helps people discover products and provides brands with social media marketing and influencers.

At Influenster, I worked with a small design team to foster product discovery and user generated content within Influenster's community. I redesigned Influenster's iOS and Android app, as well as helped to improve their brand identity through product design. Some big projects included creating a flexible CMS system to scale their changing content as well as designing interactive photo submissions, contests, and advice forums.

Lettrs / Product Designer

Mar 2013 - Dec 2016   New York, NY

Lettrs is a social network for letter writing where writers from around the world can customize their letter and share it privately or to the world.

At Lettrs, I learned the groundwork of iOS vs. Android design patterns. Many projects were focused on finding creative ways for the written word to be visually expressed and how we could create a community and engage them in a multi-cultural world. My redesign of our android app won a Google Play "Best App of 2014" award. Lettrs grew very fast in countries such as Brazil and India - where poets and writers were hosting their own contests and even publishing books of their lettrs.