

# Kristy de Vries

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Section

01

## Personal Profile

### ABOUT

I am a helper at heart and I take great joy in finding solutions that improve products and services for customers and colleagues. Coming from a background of hospitality and customer support, I understand the importance of providing great service! I approach everything from a human-centred design focus. I am passionate about understanding how users approach information, then designing great customer experiences to achieve what they need.

Having taught myself how to code and design websites, I started my career in the tech industry as a web developer for a digital marketing agency. Shortly thereafter, I was recruited by Acquia, where I worked as a Senior Support Engineer, providing application, platform and product support to a diverse global customer base. I now work at Salsa Digital, in a hybrid role of Producer, Community and Developer Relations. My key responsibility at Salsa is to advocate for the needs of the developer community and end users of our products so that we can deliver a great user experience and improve product functionality.

I place great value on the power of design within digital transformation and I am seeking employment where I can transition to a service design and UX design role.

### MY QUALITIES

- Ability to see both the big picture and the details
- Out of the box thinking and solutions driven mindset
- Able to work autonomously
- Approachable and optimistic with excellent communication and interpersonal skills
- Calm under pressure and able to maintain a sense of humour in busy situations
- Honest, passionate and able to take initiative
- I thrive working in a collaborative environment
- Innovative and always trying to find ways how myself, the team or company can do things better

# Work Experience

## Salsa Digital

Oct 2019 - Present

### Community Manager & Producer

Salsa is an enterprise-grade digital agency focused on open source for social good and provides program, application and support services for GovCMS, a whole-of-government web CMS. My role at Salsa Digital is an interdisciplinary role that is a combination of community and developer relations and product management.

- I am the face of and advocate for all three sides of the broader community - Salsa, GovCMS and developers to ship the right features and products that accommodate every party's needs.
- Work directly with leadership to define the vision for Salsa Digital's engagement with open source developers and open source programs, and create processes to fulfil this.
- I actively engage with stakeholders to collect and analyse feedback to enhance the developer and user experience of our platforms and products.
- I manage and set feature priorities on the product roadmap for our open source training manuals.
- I collaborate iteratively to design and shape the service offering for Salsa and GovCMS support teams through the use of defined metrics to drive continuous improvement.
- For an internal redesign project, I helped to deliver the following: user journeys, user stories for content & functionality for our personas, ran IA card sorting and Treejack exercises, prototyping workshops, conducted A/B prototype user testing and synthesised testing results to identify insights and inform changes.
- I helped to recreate our in person instructor led training programs to a virtual multi day format; I then conducted user satisfaction research to shape the next iteration of training delivery.
- I successfully project managed three end-to-end web builds, from discovery through to UX workshopping and final delivery.
- I coordinate and facilitate a monthly working group with a dozen community members collaborating on ideas and initiatives to help people establish careers in Drupal.
- I run the Drupal Melbourne meetup group, and created a local organisers group for Drupal meetups across the city, thus enabling members to share speaker resources and strengthen the national Drupal community.

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## Doghouse Agency

Feb 2019 - Oct 2019

### Technical Account Manager

Doghouse Agency is an agile design and development agency. In my role I provided high-level technical support and ensured clients had a centralised and trusted point of contact for account management. I also managed the delivery of projects internally and for external clients, to drive a range of outcomes across strategy, operations and end user adoption.

- Provided technical guidance and project delivery support to a team of 27 staff across UX design, UI design, development, and support teams.
- Identified areas for improvement and drove efficiency in service design and the support department.
- Conducted QA across multiple projects, and provided UX and technical feedback, as necessary.
- Managed and facilitated excellent client relationships with product owners.
- Worked with clients and internal teams to translate business requirements into technical requirements.
- Determined feasibility of requirements within the allocated budget and timeframe.
- Created, managed and amended project plans, project scope and project schedules.
- Ensured resource allocation, and availability across all projects with digital production team, and support team.
- Successfully delivered projects within my portfolio from a strategic pipeline of work.

# Work Experience

## Acquia

Oct 2015 - Feb 2019

### Senior Support Engineer

Acquia is a digital experience platform with a customer base of over 3500 companies. In my role as Senior Support Engineer, I was part of the award winning support team, providing advice and guidance to customers in the use of our products and services, as well as consulting with them to help them meet their future goals. I presented feedback directly from customers to the relevant internal teams to improve our product and service offering.

- I was the first point of contact for our customers, helping them to solve their issues within agreed service level agreements.
- Worked with the Product Management team to ideate on and design an improved support workflow. I created high level UX prototypes to facilitate this.
- I conveyed highly technical information to key customer stakeholders in a way that accommodated varying levels of expertise and interest.
- Implemented multiple UX strategies, prototypes and conducting user research to improve upon our customers' touch points for getting help from Acquia Support.
- Ownership of customer support tickets was a key aspect of working at Acquia, and I took immense pride in working with our customers to ensure they were helped above and beyond their presenting challenge.
- Garnered attention from the VP of Support and the Director of Support Innovations for identifying process gaps and providing solutions that improved the customer and internal team's experience.
- Worked with my team to collaboratively guide customers on business-impacting problems and manage customer expectations with regard to platform capabilities and limitations, scope of our support service, and SLAs.
- Resolving issues to maintain consistent high customer service standards, via writing and verbally (phone and conference calls).
- Trained and mentored new team members, providing technical expertise to colleagues for more complex topics.
- I was the sole designer of promotional material used for Acquia's APJ Engage conference, which received positive feedback and was then used as the base layout for the corresponding website.
- I presented at two annual Drupal South conferences. I was nominated as a Spotlight Speaker for my second talk as part of a Women in Technology initiative.

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## Orange Digital

May 2014 - Oct 2015

### Web Developer & Project Coordinator

Orange Digital is a Brisbane based digital marketing agency offering everything from strategy through to design, content creation, and development. I was responsible for 'putting out fires' and was involved in many new and legacy projects. I quickly adapted to this fast growing company, becoming knowledgeable in the entire life cycle of their website development process.

- Responsibilities included information architecture and prototyping, web development, scoping and estimations account and project coordination, quality assurance and technical assistance.
- Within the first two months of employment, I was entrusted with the management of one of the company's major clients, which included multiple on-site visits
- Developed solutions that resulted in a more consistent User Experience design process.
- Crafted numerous templates to improve internal efficiency.
- Created training guides and trained clients on how to use their new website.
- Crafted a proposal for offering clients a maintenance retainer to ensure their sites remained up to date and secure.

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## Work Experience

### Kristy de Vries Web Design

Feb 2016 - Present

#### Freelance Web Designer

I provide consulting services for small businesses and have a particular interest in supporting NGOs and research facilities. Tasks range from configuring hosting, domain name and email management, Wordpress, Drupal and Squarespace web development and technical support.

- My current long term client is the Food and Allergy Research Group at the Murdoch Children's Research Institute. This initially involved repairing their hacked site and now I consult with them on a regular basis to assist them with technical support, content entry and the redesign and redevelopment of their website.

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## Education

### Harness Projects & Westpac

2019 - 2019

#### User Experience Design project-based learning course

In December 2019 I completed a project-based learning experience via Harness Projects, learning UX design and working on a live UX Design brief for Westpac and a not-for-profit startup, Head Start Homes. In this role I applied user experience design principles on a project brief centered on designing a life literacy program to support greater access to community housing for people in need. I collaborated with Sarah Murray, the Head of Innovation Ventures from Westpac, along with my mentor and presented a UX research report and prototype of my solution at the end of the 9 week program.

[View the UX Research Report here: kristydevries.com/westpac-ux-research-report.pdf](https://kristydevries.com/westpac-ux-research-report.pdf)

### The Interaction Design Foundation

2019 - Current

#### User Experience Design

Currently enrolled in the following courses: Become a UX Designer from Scratch, Design Thinking and Information Visualisation.

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## Additional Skills

- Experienced in planning successful events.
- Proficient in Microsoft applications and Google Suite applications.
- Proficient in design, photography and prototyping tools Axure RP, Adobe InDesign, Sketch, Figma, Photoshop and Lightroom.
- Extensive experience with Jira, Confluence and Trello.
- Bilingual; fluent in English and Dutch.