

KRISTI NAKOLLARI

UI/UX DESIGNER

✉ Kristijnakollari@gmail.com

☎ 508-826-7147

🌐 www.KristiNakollari.com

PROGRAMS/TOOLS

- Figma
- Adobe XD
- Illustrator
- Axure
- UserTesting
- Fable
- Microsoft Office Suite
- Confluence
- Jira
- WordPress

SKILLS

- User-focused design and visual strategy
- Cross-functional collaboration and communication
- Iterative, research-driven design processes
- Detail-oriented and accessible implementation

EDUCATION

Worcester State University

BA Business Administration
Minor in Marketing

2016-2020

Coursera

Google UX Design Professional

2022-2023

LANGUAGES

English

Albanian

PROFILE

Skilled in research, prototyping, and collaboration to deliver designs that balance user needs, business goals, and technical feasibility. Adept at solving complex problems and driving innovation through thoughtful, user-centered design solutions in fast-paced, cross-functional environments.

WORK EXPERIENCE

Staples

UX/UI Researcher & Designer

Jan 2024 - Nov 2024

- Designed and optimized digital experiences for cart and checkout, improving usability and aligning with business objectives.
- Built comprehensive WordPress design system guidelines, defining component usage, interaction patterns, and accessibility standards to ensure consistency across digital products.
- Conducted competitive analyses of retail mobile websites to identify opportunities for enhanced features and functionality.
- Collaborated with cross-functional teams to implement user-centered design solutions, providing annotated wireframes and prototypes using Figma and Axure.
- Partnered with stakeholders and developers to align designs with customer needs, business goals, and technical feasibility.

Project Manager

June 2023 - Dec 2023

- Managed end-to-end execution of paid media campaigns, collaborating with vendor marketing agencies and creative teams to launch social media, video, and audio ads.
- Analyzed ad performance data to identify high-impact content for reuse, optimizing campaign effectiveness and ROI.
- Led the yearly Back-to-School campaign, scouting influencers and partnering with an agency to produce engaging content, while coordinating approvals across multiple internal teams.
- Directed a targeted Work-from-Home campaign, leveraging influencer partnerships to promote Staples products and drive brand engagement.
- Streamlined campaign workflows by ensuring timely content creation, approvals, and launches, maintaining alignment with strategic goals.

Walgreens Corp.

Manager

2020-2023

- Analyzed customer feedback and collaborated with store teams to implement changes, driving improvements in customer experience metrics.
- Monitored workflow processes and team productivity, optimizing efficiency by streamlining operations and delegating tasks effectively to appropriate team members.
- Strategically rearranged store layouts utilizing marketing tactics to enhance product visibility and drive sales growth.
- Acted as a liaison between store teams and vendors, managing communications and orders to ensure timely fulfillment of store requirements.
- Oversaw cash management processes, including discrepancy resolution, safe counts, and end-of-day register reconciliations to maintain financial accuracy and compliance.