Kristofer Skrade

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WORK EXPERIENCE

Siemens Digital Industries Software, Shoreview, MN **Sep 2021 - Jun 2026**

UX Manager

- Drove design system alignment across a 330+ product portfolio, raising compliance **from 35% to 75%** (varied by business unit and product) in two years via monthly reviews with every business unit.
- Built a unified library of **over 30 new patterns** with a cross-functional team, and led the merger of three large-scale design systems.
- Led **8 chartered working groups** of SMEs in 18 months to fix friction in high-visibility cross-product workflows, implementing low-cost, high-impact solutions.
- Directed 16 cross-product journey mapping projects; resistant teams later adopted the fixes.
- Adapted proprietary AI engines to build **3 specialized AI tools** that automate internal design work.
- Served as embedded Agile Product Owner on 5 flagship new products, aligning UX with lead architects.
- Mentored **10 junior and mid-level designers**, setting core design principles and high standards of craft.
- Managed all business unit user research, qualitative and quantitative, to shape product roadmaps.

eLumen, Inc., Minneapolis, MN **Oct 2018 - Aug 2021**

UX Manager / Senior UX Analyst

- **Founded the UX practice** at an 85-person startup that had no UX function, partnering with the CTO and CEO.
- Designed and implemented a complete, brand-aligned design system of **over a thousand components** in all states, with pattern guidance still in use.
- Hired and managed three junior designers, embedding each in an Agile dev team to scale the system.
- Conducted over 20 client site visits of contextual research, shadowing and interviewing end users, then reported findings to the C-suite and built them into the design system.
- Led three platform-wide accessibility audits, identifying **160+ instances of product debt**, then ran a pay-down program with the CTO, ticketing fixes by impact.

1517 Media (Augsburg Fortress Publishers), Minneapolis, MN **Mar 2014 - Sep 2018**

Director of Product Design

- Led inception and design for five major multimedia product systems, each with four contributor teams.
- Managed the new product pipeline, taking **12 new multimedia curriculum systems** from concept to release.
- Established and managed 8 contextual research projects to identify market gaps, turning the data into product proposals with 1, 3 and 5 year business cases.

Sparkhouse, Minneapolis, MN **Jul 2008 - Jul 2014**

Creative Director, Director of Curriculum Design

- Drove the concept for Whirl, a lectionary-based curriculum system, which **beat first-year projections by ~30%** and remains a top seller.
- Led 20 animators as Creative Director over more than 45 creatives, creating more than **400 hours of educational content** for the curriculum systems.
- Developed business cases for 17 new product initiatives, **securing executive approval for all 17**.
- Led quarterly design workshops with all team leads and 7 new product development workshops with SMEs to generate concepts and spot market gaps.

Augsburg Fortress Publishers, Minneapolis, MN **Jul 2006 - Mar 2008**

Director of New Brand Development

- Designed, built, and launched Here We Stand, the company's first web-delivered, interactive multimedia curriculum platform, capturing **64 percent of the market** in its first year.

- Conceived, designed and edited The Lutheran Handbook, winning over a skeptical leadership team; it sold **more than 300,000 copies** in its first year.
- Grew the Handbook into a franchise: a sequel, The Christian Handbook in Korean, Mandarin, Swedish and German, and licensed denominational editions.
- Designed and led development of three more major curriculum systems, each with its own digital platform.

EDUCATION

Savannah College of Art and Design, Savannah, GA
Master of Arts (M.A.), Design Management
- **Concentrations:** Contextual and Human-Centered Research, UX Design, Human Factors, Product Design.

Luther Seminary, Saint Paul, MN
Master of Divinity (M.Div.), Systematic Theology

Luther College, Decorah, IA
Bachelor of Arts (B.A.), English

SKILLS

Professional Skills: Design System Scaling | Pattern Libraries | Experience Architecture | Service Design | Human-Centered Research | Usability Testing | Accessibility Audits | Strategic Roadmapping | Multi-Product Portfolio Management

Technical Skills: Figma | Adobe Creative Suite | Interactive Prototyping | Interaction Design | Human Factors Design | Journey Mapping | Persona Creation | A/B Testing | Agile/Scrum Product Ownership | Internal AI Tool Creation

Soft Skills: Leader of Leaders | Player-Coach Leadership | Cross-Functional Alignment | Mentorship | Influence Without Authority | Executive Pitching | Problem Finding | Adaptability