




Kristian Macchia

Digital Media Specialist

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Experience

UX Designer // Freelance

2020 - Present

User research, creating UX concepts and design systems for solutions across devices/platforms that help solve user problems.

Digital Media Specialist // YouTube/Twitch

2011 - Present

Design, create, manage and enhance digital content. Interview actors, directors, writers and entertainers. Collaborate with creative teams to drive up standards of digital creativity.

Letter Carrier // United States Postal Service

2006 - Present

Deliver mail, parcels and other postal related products. Provide excellent customer service. Organize mail according to type/service for distribution.

Video Editor/Graphic Artist // B.I.G. Creative Services

2004 - 2006

Worked in all phases of the production process including writing copy/scripts, broadcast graphics and video editing. Analyzed results from campaigns and optimized future campaign performance. Collaborated with producers, designers, content and creative teams to drive up standards of digital content.

Designer and Animator // Freelance

2001 - 2006

Production artist, editor, 3D animator, motion graphics, logo designer, and digital product imagery for various videos, television shows and commercials.

Education

Google UX Design: Coursera

Certificate // 2021

The Art Institute of Pittsburgh

B.A. Game Art & Design // 2010

Katharine Gibbs School

A.A. Digital Arts // 2001

Skills

Design

UX/UI Design
Visual Design
Design Thinking
Wireframing
Prototyping
Usability Testing
Concept Development
3D/Digital Art
Motion Media
Post Production
Writing
Client Relations
Product Development
Branding

Software

Adobe XD
Figma
Sketch
Protot.io
Illustrator
Photoshop
InDesign
Premiere
After Effects
Audition
3D Studio Max
Cinema4D
OBS Studio
Wordpress

Soft Skills

Ability to make deliberate design decisions and translate user-experience journey into a smooth and intuitive interaction.

Able to work under pressure, meet deadlines and multitask.

Ability to interact with clients and understand their requirements

Excellent written and oral communication skills.

Detail-oriented with ability to see the big picture.

Excellent team player and ability to work in groups to complete a desired task.