

Kristina Kanter

kristina.kanter@gmail.com • <http://kanter.kr/> • [LinkedIn](#)

Design Lead with expertise in user research, design systems, and product development.

I have worked across the entire product lifecycle and led multiple product launches. My skills include designing systems, strategies, and processes that enable teams to build valuable and lovable products for the business and its customers.

SamKnows (now part of Cisco) • Senior Product Designer Apr 2021 – April 2024 | Network technology

Elevated user research and product design as a key discipline in the company. Built, managed, and mentored a design team.

- Established a system of user archetypes and **user research practices** that led to better collaboration and alignment between sales, marketing, data analysis, and engineering teams.
- Launched strategically important **self-learning network anomaly detection product** for internet service providers.
- Led continuous improvement of a **design system** for an efficient internal workflow and external brand recognition. In the summer of 2023 launched a complete redesign of the company's brand and visual aesthetic into a Neutral UI.
- In September 2023 coordinated (and won) the hackathon for the **best vendor solution** in improving in-home network performance for a large telecom provider.
- Optimised **performance data visualisation** for individual homes (B2B2C) and across the internet provider network (B2B), based on continuous insights from consumers, business users, and stakeholders.
- Supported the migration and **integration of core products and tools** into Cisco ThousandEyes infrastructure after the company's acquisition in October 2023 which influenced a positive change in user activation experience and created a seamless user experience under one brand.

HeadBox • Product Designer & User Researcher Jun 2020 – Mar 2021 | Event management

Led an extensive discovery user research and insights analysis which provided strategic opportunities for business growth.

Co-designed a pilot for events and meetings management tool for B2B customers.

Influenced the creation of the company's first design system through close collaboration with the brand & marketing team.

Audio Network • UI/UX Designer & User Researcher Feb 2017 – Aug 2020 | Music publishing

Redesigned the company's music release management tool which significantly decreased the number of human errors and subsequent fixes in the core process of album and track releases.

Launched and maintained the first self-served music licensing subscription for individuals and small businesses.

Evolved the company's existing UI component library into a design system.

Freelance • UX Designer & Developer Jun 2016 – Jan 2017 | Agency

Worked with multiple companies on fast-paced projects of different scales, focusing on **UI design** and **front-end development**, **SVG animation**, and **graphic design** for printed media.

Penguin Random House • Web Designer & Developer May 2014 – Jun 2016 | Book publishing

Supported and maintained 300+ author websites and large-scale campaigns with a high volume of traffic and impact.

Introduced the team to different methods of user research and user testing.

Helped to bring the portfolio of stand-alone sites into one consistent platform under the brand of Penguin Random House.

Vocational Qualification in Audio-Visual Communication

Helsinki City College of Technology | Helsinki, Finland

Main studies: Photography, Graphic Design, Video and Web Production

Bachelor's Degree in Business Information Technology

Tallinn University of Technology | Tallinn, Estonia

Main studies: Economics and Finance, Business Analysis, Marketing, Programming