

# KRISTIN DERAMUS

(302) 593-0441  
www.refineddesigner.com  
kristin.deramus@gmail.com

## Background

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Digital product development leader specializing in Digital Strategy, Interactive Design, Front-End Development, Product Management and Team Leadership. Ten years work experience, including four years of experience leading teams.

## Skills & Qualifications

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**Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), Coding (Coda, TextMate, Sublime Text, Terminal, Github Version Control), Data & Analytics (Omniure, Google Analytics), Brightcove Video, CMS (Proprietary, SharePoint, WordPress), Project Management (JIRA, Basecamp, Trello), Enterprise Communications (Lync, Yammer, Slack), Microsoft Office Suite (Word, Excel, Powerpoint)

**Coding Languages:** Proficient with HTML and CSS, familiarity with JavaScript (jQuery)

**Certifications:** Certified Scrum Product Owner® (CSPO)

## Work Experience

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USA TODAY Network

*McLean, VA | 2015 - present*

### Manager, Product Management

- Drive overall vision and digital strategy for companywide interactive storytelling products that reach over 100 million people monthly through a powerful network of 92+ brands
- Establish product roadmap and utilize agile product development methods to prioritize projects based on short-term vs. long-term wins, metrics, user testing results and business value
- Support editorial content strategy through a unified CMS that powers digital content across mobile, tablet and desktop platforms and new innovative mediums such as virtual reality headsets
- Lead execution of the next generation of USA TODAY's virtual reality iOS and Android apps
- Serve as liaison between the Product division, corporate groups and external vendors

USA TODAY / Gannett Digital

*McLean, VA | 2012 - 2015*

### Manager, Interactive Product Design

- Managed team responsible for the user experience, design and development of cross-platform enterprise interactive products

- Upheld design standards of team through fostering an open and collaborative environment
- Oversaw project intake process, assessed level of effort and allocated resources
- Recruited, mentored and advocated for the growth of interactive designers/developers and their respective career paths
- Business owner and product manager for Gannett's longform storytelling product

Refined Design & Consulting, LLC

2009 - 2015

### **Owner & Creative Director**

- Freelance web design, front-end development and project management for a range of clients, including DivvyCloud and PBS
- Worked with clients to define the scope of their web presence needs based on budget and timeline; constructed proposals that outlined project milestones and associated deliverables

USATODAY.com

McLean, VA | 2010-2012

### **Senior Web Designer & Front-End Developer**

- Designed and developed news-driven interactive projects for USA TODAY's Data & Storytelling Visualization team under tight deadlines
- Translated editorial's vision into technical action-items for back-end developers
- Collaborated with cross-divisional stakeholders to ensure experiences were seamlessly integrated on desktop and mobile platforms while satisfying business requirements

United States Army / L-3 Communications

Arlington, VA | 2008-2010

### **Web Designer, Army.mil**

- Designed websites, marketing materials and style guides for the Official Homepage of the United States Army
- Hand-coded microsities in HTML & CSS to include the Presidential Medal of Honor microsite for Jared Monti, which was featured in a broadcast by CNN
- Ensured development of sites met U.S. government 508 accessibility compliance

## **Education**

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### **James Madison University**

MAJOR: B.A. Media Arts & Design (Interactive Media) MINOR: Writing & Rhetoric

## **Leadership**

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**Board Member**, Suiting Warriors

2015-present

**Leadership Team Co-Chair**, Gannett Women's Employee Resource Group

2013-present

**Founder & Producer**, Gannett Military Appreciation Week

Nov. 2014

**Corporate Employee Award – Digital Relaunch**, Gannett Town Hall

Feb. 2014