

# KRISTEN BORACA

020 451 4320 | khb2me@gmail.com

## Education

**Master of User Experience Design**, Victoria University of Wellington | 2024  
Focus: product design, customer experience strategy, user research.

**Master of Business Administration (MBA)**, Seattle University | 2012  
Focus: marketing, brand communication, strategic leadership.

**Bachelor of Arts, Visual Arts**, University of Washington | 2009  
Focus: 3D design, visual storytelling, design foundations.

## Professional experience

**Brand Manager & Managing Partner** Good Habit Ice Cream, Auckland | June 2020 – Mar 2023

- Developed, and launched a plant-based ice cream brand and café from concept through to profitable operation.
- Designed a brand identity system (storefront, packaging, physical and digital assets), and led seasonal menus and flavour development, aligning product innovation with brand positioning.
- Managed daily staff and kitchen operations, including ice cream production, food safety compliance, and quality control.

**Brand Manager** McDonald Textiles, Auckland | Jan 2019 – May 2020

- Repositioned brand to align with target consumers and sustainability trends, guiding the redesign of the website, product catalogues, labels, and all marketing materials.
- Directed and planned seasonal campaign planning, photoshoots, and asset creation for retail and wholesale markets.
- Created consistent brand touchpoints across digital and physical channels, strengthening recognition and customer trust.

**Business Analyst/Team Lead** Microsoft (via Accenture & Red Dog), Seattle | Dec 2014 – Mar 2017

- Delivered clear, data-driven narratives to senior leadership, including year-over-year performance analysis and program impact summaries.
- Managed a 12-person team, ensuring seamless delivery of sales incentives.
- Streamlined operational workflows, improving payout accuracy and reducing turnaround times.

## Skills and tools:

Brand strategy, user/customer research, prototyping and testing, copywriting, graphic design, brand design, EDM campaign management, SEO.

Figma, HTML, CSS, Adobe suite: Illustrator / InDesign / Photoshop, SAP, CRM, Excel.