

# Kristin Beadle

## UX Design Leadership

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Hands-on design leader with 10+ years of experience shaping UX vision and strategy. I build high-performing teams that love to collaborate, solve complex problems, and deliver user-centric solutions. With a track record of launching award-winning products and leading large-scale design initiatives across sectors like connected home fitness, technology, and government, I drive innovation and deliver tangible results.

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### Skills

- Strategic UX Leadership
- Agile Methodologies
- Product Innovation
- Human-Centered Design
- Cross-functional Collaboration
- Research & Data-driven Storytelling
- Team Leadership
- Stakeholder Management
- Prototyping & Usability Testing

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### Experience

#### [BowFlex Inc.](#)

**Director of User Experience**, 2023 – June 2024

- Directed a multi-disciplinary, international design and research team to shape product experience vision and strategy for connected home fitness.
- Drove JRNY's digital fitness platform's next-gen ecosystem personalization UX strategy for 700k+ members, to increase user satisfaction and membership growth.
- Championed diversity and inclusion initiatives through the Women in Leadership Committee.

**Senior UX Design Manager**, 2021 – 2023

- Built and led global agile teams of 30+ UX managers, designers, researchers, DesignOps, exercise science, and agencies, fostering team collaboration and innovation.
- Introduced JRNY® with Motion Tracking, integrating AI-powered vision and voice technology for real-time form feedback, enhancing the strength user experience within 12 months.
- Set UX vision, aligning with customer needs and strategic roadmap to drive \$40m annual incremental revenue growth.
- Transitioned evolving design system to Figma, increasing collaboration and scalability by 35%+.

#### **Nautilus Inc.**

**UX Design Manager**, 2017 – 2021

- Managed an agile UX design team of 4 and agencies, mentoring UX Lead and ensuring high-quality deliverables.
- Launched award-winning BowFlex VeloCore Bikes with an immersive workout experience.
- Led vision and creative for JRNY Strength and Fitness Score experiences.

- Led Smart Console Pilot Project experience, setting the course for a connected fitness platform with improved UI and usability through user-centered design principles.

#### **Senior UX Designer, 2014 – 2017**

- Translated consumer insights into impactful design solutions, contributing to product success in the market.
- Conducted in-depth market, product, and user research, providing valuable insights that informed business and design decisions.

#### **Beadle Design**

##### **UX Designer, 2011 – 2014**

Led complex, large-scale projects, creating engaging UX design solutions for diverse applications:

- [Avinode](#) – Redesigned B2B SaaS aviation platform serving 8000+ members, 950,000+ requests/month.
- Clark and King County, WA – Enhanced IA and visual design for 50+ departments.
- EPA/multi-state – Developed pilot mobile hazardous waste manifest tracking system.
- [Oregon Scholarship Application](#) – Streamlined \$18 million scholarship process.

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#### **Education**

**University of Wisconsin–Madison, Madison, WI**

Bachelor of Arts in Communication Arts

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#### **Certification**

**Behavioral Design Academy, DePaul University, Chicago, IL**

Emotional Design Psychology and Neuroscience (EDP)

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#### **Patents**

- **Modular Metrics Bar for an Exercise Machine, 2023: 20230069545**  
A novel, universal display system improving ease-of-use and user control during workouts.
- **Exercise Machine and User Interface for Exercise Machine, 2017: 20170319941**  
Console UI with dynamic illumination, pattern, and color for enhanced workout engagement.