Kelly Kuykendall
Designer | Researcher

Email | Portfolio | LinkedIn | PDX, OR | 817-992-2069

Experience

UX Researcher

Freelance | Go Laadli | April 2022 - Current

- Uses desk research to compile resources on mentorship programs, internship opportunities, and scholarships for underprivileged women in India
- Conducts UX Audits on online job board sites to determine the most effective search for users on each platform
- Studies user needs to increase understanding of what solutions might be the most effective
- Liaises with job search platforms to better understand their programs, special offerings, and filters to help my users conduct more efficient searches

UX Designer | Researcher

Freelance | Prosperity Digital Marketplace | February-March 2022

- Worked with other designers to conduct a UX Audit of the current site to understand user pain points in PDM's onboarding and income verification process
- Conducted user surveys, user interviews, and usability tests on PDM's staging site to create an iterated hi-fi prototype
- Created alternative user flows to increase business transparency and user trust in PDM's digital platform, Prosperi-Key
- Designed deliverables for client handoff: hi-fi prototype, journey map, persona, user research, and problem statement

UX Design Fellow

Design Fellow | General Assembly | December 2021-March 2022

- Completed a 13-week, 400+ hour program mastering user-centered design methods, design thinking skills, team collaboration, and client relations.

Notable Projects:

- Freedge: Group Student Project: Redesigned a nonprofit website to help increase user engagement and create more Freedge communities
- Cloud Cap Games: Solo Student Project: Redesigned eCommerce site for a local game store, helping them bring their in-store experience to a virtual space
- Run, Walk, Sit: Solo Student Project: Conceptualized an app that allows users to search for nearby parks with the amenities they need

About

I am a researcher and designer in Portland, OR, who loves to collaborate and build. My professional history in fine art fabrication and teaching has led me to become an empathetic problem-solver who strives to push the boundary between creativity and pragmatism. I believe there is always a solution to a problem, all we need to do is ask the right questions together.

Skills

UX/UI Design
UX/UI Research
Information Architecture
Prototyping
Wireframing
Usability Testing
Agile Methodologies
Data Analysis & Visualization
Iterative Development
Quantitative and Qualitative Data Analysis
User Interviews
Design Studio Enthusiast
Dynamic Presenter
Excellent Collaborator

Tools

Figma
Miro
Procreate
Microsoft Office
Google Workspace
Illustrator
Photoshop

Education

General Assembly
Dec 2021 - March 2022
UX Immersive Design Fellow

Tyler School of Art
August 2016 - May 2018
MFA Fibers & Material Studies

Lewis & Clark College
August 2006 - May 2010
BA Studio Art