

KAITLIN SIMPSON

UX Designer

ktsimpson.com

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DESIGN EXPERIENCE

● Web Designer / Freelance

Remote | 10/2021 - Present

- Utilize UX best practices to build wireframes and prototypes to plan websites.
- Use HTML, CSS, and JavaScript via Bootstrap to develop functional, responsive websites that adhere to WCAG.
- Collaborate with clients on producing site content.
- Manage web hosting and perform site maintenance.

● UX Researcher & Design Lead / Xcel Energy Center

Remote | 06/2021 - 09/2021

- Applied human-centered design process to web project for large-scale arena servicing 20,000+ customers.
- Collaborated with research team and participated in user research & usability testing involving 90+ participants.
- Lead team in iterative design process and produced interactive hi-fi prototype for A/B testing.

● Lead Product Designer & Developer / Fear? Not! Nation

Remote | 03/2021 - 06/2021

- Applied human-centered design process to web redesign project for pediatric cancer charity with web audience of 2,000+ visitors.
- Collaborated with research team and participated in user research & usability testing involving 30+ participants.
- Solely designed mobile-first, research-based product; implemented and launched final product via Wix.

● UX Researcher & Designer / MentalMatch

Remote | 09/2020 - 11/2020

- Applied human-centered research and design process to complex behavioral science challenge.
- Worked with team to design research plan, conduct user interviews, and produce multiple design deliverables

EDUCATION

● DePaul University

Master of Science, Human-Computer Interaction

Honors: 3.82 GPA, Upsilon Pi Epsilon

● Western Michigan University

Bachelor of Arts, English (Creative Writing)

Additional: Japanese, Psychology

Honors: Lee Honors College, Phi Beta Kappa

SKILLS

Design

Illustration
Interaction Design
Visual Design

Tools

Figma/FigJam
Invision
Mural
Miro
Bootstrap
HTML/CSS
JavaScript
R Studio
SPSS
Adobe Photoshop
Adobe XD
Axure RP

UX Methods

Affinity Diagramming
Behavioral Archetypes
Contextual Inquiry
Data Analysis
Journey Mapping
Personas
Rapid Prototyping
Sketching
Storyboarding
Storytelling
Usability Testing
User Interviews
Wireframing

Languages

English
Japanese (Limited working proficiency)