

KAYLA GILES

User Experience Designer

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EDUCATION:

B.S. ELECTRONIC MEDIA-
TEXAS STATE UNIVERSITY

UX DESIGN CERTIFICATION-
GENERAL ASSEMBLY

TECHNICAL SKILLS:

INFORMATION ARCHITECTURE
ADOBE CREATIVE SUITE
USER RESEARCH
SITE MAPPING
USER TESTING
INVISION
SKETCH
MARVEL
FIGMA
AGILE
HTML
CSS

CAREER OBJECTIVE:

I am a personable creative problem solver using UX methodologies to empathize with users and create elegant design solutions. I am looking to help a company create the next best product while leading the product cycle from start to finish.

PROFESSIONAL EXPERIENCE:

SENIOR UX/ Product Designer

ACTIVTRAK- AUSTIN TX | CURRENT

- Uses Human centered design methodologies combined with research, business goals and industry knowledge to create designs for the ActivTrak web and mobile application
- Works with the UX Researcher to run user interviews, usability tests and synthesize research findings
- Works in tandem with product managers, stakeholders and engineers to improve new/existing features and integrations with other SAAS apps
- Works with engineers to communicate scope of work for designs and see the design through the development cycle and QA before production launch

UX/ Product Designer

REALMASSIVE- AUSTIN TX | 2019-2020

- Uses UX methodologies such as IA, user flows/journeys, and user research to find solutions that empathize with user needs
- Works with product managers, developers and stakeholders in an AGILE environment to launch new products and features
- Communicates design decisions and prototypes with development to ensure a seamless hand-off
- Conducts user testing to re-inforce design decisions
- Works with QA pre-production to ensure quality of design

Digital Content Designer

NEWPOINT MEDIA GROUP- AUSTIN TX | 2018-2019

- Analyzes data from google analytics and heat mapping software to determine user experience issues and presents information to brand leaders and stakeholders
- Works closely with the Content Marketing Manager to develop content strategies that aligns with user personas and customer journeys
- Developed new site features to increase return user traffic and decrease site bounce rate
- Develop responsive web designs to enhance mobile user experience and works with Engineering on IA and Site Mapping for new pages
- Conducts research to determine user demands/experience to enhance our print and digital offerings
- Designs site features in an agile environment by ideating, creating wireframes and prototypes using Sketch and Invision in a fast paced setting