

# Kelly Kuykendall

UX Designer  
UX Researcher

## Professional Experience

### UX Designer | UX Researcher

Freelance | 2021–Current

#### Tech Fleet + Ruminante

- Worked on an international team of 5 UX Researchers to develop an onboarding process, portal design, and information architecture for a new web-based application
- Coordinated and conducted user interviews and usability tests
- Led meetings and presented research findings, updating stakeholders, product strategy, engineering, and design teams

#### Go Laadli

- Developed a research plan based on client's business needs
- Conducted a competitive analysis
- Synthesized new research findings into deliverables for client handoff
- Designed and developed a survey to collect data on the impact of the new deliverables

#### Prosperity Digital Marketplace

- Completed a UX Audit of PDM's current platform to understand user pain points and user needs
- Organized and led user surveys, user interviews, and usability tests, translating findings into alternative user flows and wireframes
- Conducted a competitive and comparative analysis
- Designed deliverables and hi-fi prototype using existing design systems for client and developer handoff

### Adjunct Instructor | Instructional Designer

Temple University | 2019–2021

- Designed comprehensive online and in-person coursework for an Introduction to Fibers class
- Researched and presented weekly technical demos
- Created mid and post-course surveys to collect data on how to improve course flow and educational content

### Studio Technician | Materials Researcher

The Fabric Workshop & Museum | 2018 – 2020

- Collaborated with a team of studio artists for 3 large-scale contemporary art installations
- Researched and sourced materials and established working relationships with vendors
- Assisted other museum departments with packing/shipping of artworks, educational programming, and social media content

### Props Designer | Researcher

Freelance | 2011 – 2021

- Designed, researched, and built props for independent film productions, Broadway plays, commercials, and TV shows
- Collaborated with other department heads to produce a cohesive visual idea
- Developed timelines for rentals, fabrication, and product shipping

## Contact

### Email

### Portfolio

### LinkedIn

Phone: 817-992-2069

Portland, Oregon

## Design

Lo, Mid, Hi-Fi Prototyping  
Wireframing  
Journey Mapping  
Persona Development  
Information Architecture  
Agile Methodologies  
Interface Design  
Human-Centered Design  
Course Design  
Storytelling  
Visual Design

## Research

User Interviews  
Usability Testing  
User Surveys  
Qualitative Research  
Quantitative Research  
Data Visualization  
Data Analysis  
A/B Testing  
Card Sorting

## Software

Figma  
Miro  
Procreate  
Microsoft Office  
Google Workspace  
Adobe Illustrator  
Adobe Photoshop  
Adobe Creative Suite  
Optimal Sort

## Education

General Assembly  
UX Design Certificate

Tyler School of Art  
Master of Fine Art  
Fibers & Material Studies

Lewis & Clark College  
Bachelor of Art  
Studio Art