

KATIE YARNELL

Battle Creek, Michigan | (269) 401 - 7980 | kaitlynmyarnell@gmail.com | katieyarnell.com

SUMMARY

Innovative UX designer with hands-on experience in creating user-centric designs and improving digital interfaces. Skilled in using Figma for developing design systems, conducting user tests, and analyzing data to inform design decisions. Proven track record in delivering presentations, benchmarking against industry standards, and integrating AI solutions. Versatile professional with a background in education, digital marketing, and IT support, bringing a unique blend of creativity, technical proficiency, and intercultural communication skills.

WORK EXPERIENCE

UX DESIGN INTERN

05/2024 to Present

Consumers Energy

Remote

- Redesigned the login screen for the company website, incorporating user feedback and best practices to improve functionality and aesthetics.
- Utilized Figma extensively, adding components into design systems to streamline and enhance user experience.
- Conducted user tests to gather valuable data, and analyzed the results to inform future design decisions.
- Delivered presentations and conducted benchmarking to compare design performance against industry standards.
- Participated in an intern competition focused on innovative AI integrations.

GRADUATE TEACHING ASSISTANT

01/2024 to 05/2024

Michigan State University - International Journalism

East Lansing, MI

- Provided essential support to a blind professor in international journalism, utilizing D2L to facilitate seamless classroom operations, including uploading course materials, managing discussion boards, and tracking student progress.
- Demonstrated proficiency in grading papers and assignments promptly and accurately, offering detailed feedback to students to enhance their learning experience and academic performance.
- Acted as a reliable resource for the professor, assisting with various tasks such as preparing lecture materials and facilitating engaging classroom discussions.

ENGLISH TEACHER

11/2021 to 07/2023

Niigata Prefectural Board of Education

Niigata City, Japan

- Taught English at four diverse educational institutions, including a school for the deaf and a school for the blind, employing a variety of instructional strategies tailored to accommodate a wide spectrum of student abilities.
- Demonstrated excellent intercultural communication skills, fostering inclusive and supportive classroom environments that catered to the unique needs of a diverse student population.
- Established and managed an after-school ESL club, providing additional opportunities for language development and cultural exchange, fostering a supportive and enriching extracurricular learning environment.

MARKETING INTERN

08/2020 to 12/2020

Kallen Media LLC

Remote

- Contributed to a range of digital marketing initiatives, including conducting website and social media audits, crafting blog content, participating in website design, analyzing SEO metrics, and managing Google Ad campaigns.
- Engaged in collaborative efforts on multifaceted digital marketing projects, demonstrating adaptability and proficiency in various tasks such as content creation, web design, and campaign analytics to achieve project objectives.
- Implemented strategic measures to increase conversion rates, leveraging insights from analytics to fine-tune marketing approaches, resulting in a more effective and conversion-focused digital marketing strategy.

VOLUNTEER EXPERIENCE

WEBMASTER

Association of Japan Exchange Teaching (AJET) | Jan 2022 - July 2023

- Managed the AJET website using Wordpress for all of Niigata Prefecture.
- Executed annual cultural festivals across the prefecture, fostering a vibrant and inclusive atmosphere.
- Spearheaded and facilitated activities, ensuring consistent member engagement and participation.

EDUCATION

Bachelor of Arts in Communication Studies, Minor in Hospitality and Tourism Management

Grand Valley State University

2020

Allendale, MI