

KATIE YARNELL

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SUMMARY

Results-driven and detail-oriented Entry-Level UX Designer working towards a MA in Media and Information from Michigan State University, complemented by a Google UX Design Certificate. Passionate for creating intuitive and visually appealing digital experiences. Possess a solid foundation in user-centered design principles, wireframing, and prototyping. Adept at conducting user research to inform design decisions and collaborating with cross-functional teams to deliver engaging solutions. Demonstrated ability to integrate social media marketing strategies into design for heightened user engagement. Seeking an entry-level UX design role to contribute creativity, adaptability, and a strong work ethic to a dynamic UX design team.

CORE COMPETENCIES

- Proficient in employing diverse research methodologies such as interviews, surveys, and usability studies, allowing a comprehensive understanding of user needs and behaviors.
- Skilled in developing low-fidelity wireframes to visually conceptualize and communicate design ideas, to ensure a clear representation of information hierarchy and functionality.
- Adept at creating interactive prototypes that simulate user interactions, facilitating iterative testing, allowing for the refinement of design concepts throughout the development lifecycle.
- Experienced in planning and executing usability testing sessions, crucial for gathering valuable user feedback, identifying pain points, and iteratively refining designs.
- Proficient in applying information architecture principles to organize information, enhancing the usability of digital interfaces.
- Proficient in developing detailed user personas based on research findings, allowing for designs that resonate with users' unique needs and preferences.
- Proficient in collaborating with cross-functional teams, including developers, product managers, and stakeholders.
- Demonstrates expertise in industry-standard design tools such as Figma, and Adobe XD, facilitating efficient design workflows and seamless collaboration with team members.

TECHNICAL SKILLS

DESIGN SKILLS – User Experience Design, User Interface Design, Responsive Web Design, Product Design, Graphic Design, Interaction Design, Visual Design, Iterative Design, Prototyping, Wireframing, Information Architecture, Usability Research, Empathy Mapping

DESIGN PROCESS – User Interviews, User Research & Analysis, Design Thinking, Journey Mapping, Ideation, Usability Testing, Task Analysis, Empathy, A/B Testing, Persona Research, Storyboarding, User Flows, Design Systems, Visual Story-Telling, Social Media Marketing, Affinity Mapping

TOOLS AND SOFTWARE – Canva, Adobe XD, Figma

CERTIFICATION

Google: User Experience UX Design Professional Certificate – Coursera

Dec 2022

PROJECT EXPERIENCE

DAYLILY – UX AND UI DESIGNER Nov 2022 to Dec 2022

- Conducted user interviews and translated insights into empathy maps, ensuring a deep understanding of user needs and behaviors.
- Developed the Daylily website iteratively, from low-fidelity paper wireframes to digital prototypes in Adobe XD, refining based on user feedback for an optimal user experience.
- Led the creation of a user-friendly Daylily website with clear navigation and a simple customization process. Ensured a seamless experience across devices through responsive design, enhancing overall user satisfaction.

IMPACT – UX AND UI DESIGNER Nov 2022 to Dec 2022

- Conducted in-depth user interviews to gain profound insights into user needs, employing empathy maps to visualize and synthesize key findings, thereby guiding the design process effectively.
- Executed both low and high-fidelity prototypes to provide tangible representations, facilitating an evolving and user-centric design and systematically map out the user experience, ensuring a clear and intuitive design.
- Implemented an iterative design approach, constantly refining and enhancing designs based on user feedback and changing requirements.

MERCHMATE – UX AND UI DESIGNER Aug 2022 to Nov 2022

- Conducted user interviews and crafted empathy maps to gain profound insights into user needs. Identified and validated concerns related to merch sales, uncovering additional insights into the impact of time and cost on user preferences.
- Employed both traditional paper and digital wireframing techniques to visualize and refine the user interface. Mapped out the user journey and iterated on design solutions to address identified concerns effectively.
- Executed low and high-fidelity prototypes, bridging the gap between conceptualization and tangible designs. Ensured a dynamic and responsive interface that aligns with user expectations and incorporates feedback from usability studies.

WORK EXPERIENCE

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.
- Developed and executed units and lesson plans aligning with Common Core standards, ensuring a comprehensive and engaging learning experience for students across varied backgrounds and learning styles.
- 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.

SOCIAL MEDIA INTERN

08/2020 to 12/2020

The Chronic Hustle Media

Remote

- Effectively marketed and engaged diverse audience segments across multiple social media platforms, employing targeted strategies to enhance brand visibility and community interaction.
- Demonstrated proficiency in end-to-end social media processes, from formulating strategic plans to hands-on implementation, ensuring cohesive and impactful online brand presence.
- Applied SEO-minded principles to content creation for social media, enhancing discoverability and maximizing organic reach, resulting in increased audience engagement and online visibility.
- Utilized analytics and data insights to inform social media strategies, consistently refining approaches to maximize effectiveness and adapting content to align with evolving audience preferences.

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.
- Spearheaded the development of improved marketing metrics and analytics, aiming to optimize conversions and attract prospective clients, thereby refining the decision-making process for future marketing strategies.
- 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.

IT ASSISTANT

01/2019 to 03/2020

Language Resource Center

Allendale, MI

- Delivered exceptional customer satisfaction through adept online technical support, addressing and resolving a diverse array of IT-related concerns to ensure a seamless user experience.
- Administered foreign language placement tests and facilitated class orientations, showcasing strong organizational skills and attention to detail in managing crucial entry points for language learners.
- Demonstrated proficiency in troubleshooting a variety of computer programs, offering prompt and effective solutions to both language students and professors, contributing to the smooth operation of class tasks and projects.
- Played a key role in managing tasks and projects for language students and professors, ensuring the efficient coordination and completion of assignments through effective IT support and collaboration.

VOLUNTEER EXPERIENCE

ASSOCIATION OF JAPAN EXCHANGE TEACHING WEBMASTER

Vice President and Social Media Manager – Japanese Cultural Association | Sep 2016 - Mar 2020

- Managed the AJET website for all of Niigata Prefecture and executed annual cultural festivals across the prefecture, fostering a vibrant and inclusive atmosphere.
- Spearheaded and facilitated activities, ensuring consistent member engagement and participation.
- Crafted compelling weekly emails and newsletters for club members, while also managing the organization's social media pages to enhance communication and outreach.

ATLANTA RESCUE DOG CAFE – GOOGLE AD CAMPAIGN CREATOR

Atlanta Rescue Dog Cafe Graphic | Sep 2020 – Oct 2020

- Developed and implemented Google Ad Campaigns leveraging Atlanta Rescue Dog Cafe's Google Ad Grant to maximize online visibility and reach.
- Utilized strategic targeting and optimization techniques to enhance the impact of the campaigns.
- Demonstrated effective management of the Google Ad Grant to support the organization's goals and increase awareness.

EDUCATION

Master of Arts in Media and Information

Michigan State University

Expected in 2025

East Lansing, Michigan

Bachelor of Arts in Communication Studies – Hospitality and Tourism Management

Grand Valley State University

2020

Allendale, MI