

Kaylee Reppel

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UX Designer & Researcher

Objective

With UX design expertise complementing a proven track record in social media marketing, my goal is to craft creative and intuitive digital experiences that captivate users and drive meaningful results.

Skills

UX Design, UI Design, Product Design, UX Research Methods, Usability Testing, Wireframing, Prototyping, Data Analysis, Responsive Web Design, Mobile Design, App Design, Branding

Tools

Figma, Maze, SquareSpace, Wordpress, Whimsical, Optimal Workshop, Canva, Trello, Slack

UX Conceptual Projects

Activity, End-To-End Application, 100 hour Project

- Implemented the product's design and MVP features through researching, sketching, wireframing, prototyping, and testing.
- Translated user needs into high-fidelity prototypes to be tested with cross-team communication, collaboration, and development.
- Used feedback from usability tests to further iterate on design solutions.

Mercari, Add A Feature , 75 hour Project

- Developed research plans and conducted user interviews to solve problems based on user pain points.
- Used research such as a competitive analysis to understand what users are looking for in a new feature.
- Conducted usability tests and used feedback to evaluate the effectiveness of the design solutions.

Professional Experience

Account Manager, Typoductions · Remote

January 2022- May 2023

- Develop and strategize creative solutions and new ideas to achieve overall client goals and satisfaction.
- Lead a social media content creation team through proactive and efficient communication and leadership.
- Work cross-functionally with other departments on client projects.
- Compile comprehensive data and performance driven reports.
- Project manage onboarding of new clients, monthly content calendars, and other projects.

Education

Certificate in UX/UI Design · DesignLab UX Academy

2023-2024

Bachelor of Business Administration in Management · Florida Atlantic University

2010- 2014