# Kayla Ross

## UX/UI Designer

I am a professional with a background in sales, marketing, and business development and a passion for creative problem-solving. I use my work history to understand problems, explore motivations and craft solutions based on empathy and understanding.

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# Experience

### 2020-Present

### Freelance, Remote—Product Design

- Support the development process with high-quality design artifacts (mockups, wireframes, style guides, etc.).
- Created mockups and deliverables in HTML /CSS
- Collaborate closely with engineering teams to deliver an innovative user experience to customers.

### 2020-2020

### Contractor, Bitovi—Product Design

- Created user stories and user flows wireframes and high-fidelity mockups for a surgery app landing page.
- Created mockups and deliverables in HTML and CSS for a search engine and a "meet the team" landing page.
- Communicate directly with clients and team members to intelligently explain your decisions.

### 2019-2020

### Bloc Design Mentorship Program, Denver — Apprentice

- Executed user-research surveys, interviews, and competitive analyses to develop personas, user stories, and user flows
- Built and distributed wireframes and clickable prototypes using Sketch, Illustrator, and InVision (HTML/CSS/JavaScript prototypes in progress)
- Conducted usability tests and presented findings and design work to clients and external partners for review and feedback
- Created UI/UX copy and original brand elements and rebranded existing product identities (name, logo, typography, color scheme)

### 2018-2020

### Keller Williams, Denver — Real Estate Agent

- Performed all graphic design for marketing material as well as to conduct all presentations to create an intuitive process for clients.
- Created and managed CRM.
- Negotiate deals and contracts in order to produce the most effective probability.

# Skills

### UX/UI Design

Writing and conducting surveys, Creating and performing user interviews Developing personas, Scheduling, preparing, and administering user testing Creating user flows, journey maps, and user stories Ideating, iterating, and presenting mockups

### Frontend Development

Developing UIs in HTML and CSS, JavaScript/jQuery,

### Tools

Sketch, AdobeCS: Photoshop & Illustrator, Figma, InDesign, Axure, Invision, Adobe Suite , Zeplin, Balsamiq

# Education

### 2012-2016

### Metropolitan State University

B.S in Psychology & Human Development, National Honors Society

# Projects

### 2020- Present

### Freelance Projects

**UX Research / UI Design/ Css and Html**

Created UI and implemented Css/ Html for a surgrey app, employee welcome page and search engine.

### 2019

### Tentdays

**UX Research / UI Design/ Brand Development**

Created a ios dispersed camping app that allows users to plan their trips with minimal effort.

### 2019

### Shelfspace

**UX Research / UI Design/ Brand Development**

Created a cloud storage website that combined the social media sphere with safe and secure cloud storage.

For More info: **https://www.linkedin.com/in/kayla-m-ross/**