

# KAITLIN COYLE

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[Digital Portfolio](#)

## OBJECTIVE

To design useful, culturally competent, and human-centered graphics and content.

## EDUCATION

**Master of Technical & Professional Communication** | Auburn University | May 2025 |

- **Focus:** Document Design, User Experience (UX), & Usability

**B.A. in Broadcasting & Electronic Media** | Eastern Kentucky University | May 2023 |

- **Concentration:** Multimedia Journalism

**B.A. in English** | Eastern Kentucky University | May 2023 |

- **Focus:** Technical & Creative Writing

**B.A. in Spanish** | Eastern Kentucky University | May 2023 |

- Native, bilingual proficiency, and culturally competent in Spanish

**2018 Governor's Scholar** | Morehead State University | Summer 2018

- Creative Writing & Literary Studies Program

## LICENSES & CERTIFICATES

**Certificate in Professional & Technical Writing** | Eastern Kentucky University | May 2023 |

**Microsoft Office Specialist (MOS) Certification** | Microsoft | May 2018 |

## SKILLS SUMMARY

### UX RESEARCH & USABILITY TESTING

- Designed and implemented a usability test of Auburn printers using [Microsoft's Product Reaction Cards](#), a think-aloud process, & post-test interviews.
- Collaborated on a 3-person team to write a 50-page usability report detailing high, medium, and low priority recommendations.
- Designed a UX survey using Qualtrics for a rural, mobile-phone-based audience.
- Submitted a paper, "Surveys as UXR: Using design thinking to shape a survey-based UX assessment for rural audiences," for publication in IEEE Pro Comm.

### UX DESIGN & WEB DESIGN

- Redesigned Auburn's [LUCIA site](#) in Umbraco CMS with wireframes & flowcharts.
- Collaborated with the College of Liberal Arts web designer to create wireframes for a sitewide redesign of Auburn's lab-based departments.
- Designed a [Pilates](#) website on Wix, following usability and WCAG guidelines.
- Created an interactive mobile app prototype on Adobe XD, using IxD principles.

### TECHNICAL WRITING & JOURNALISM

- Copy-edited 100+ journalistic articles according to AP style guidelines.
- Collaborated on a 3-person grant writing team for a local Alabama client & RFP.
- Proofread 100+ pages, collaborating with EP editorial team on production weeks.
- Wrote 3 news, 12 feature, and 6 opinion pieces at 600+ words accompanied with multimedia content: infographics, news & feature packages, audio interviews.
- Developed professional interview skills through interviewing 30+ individuals.

*\*References available upon request\**

## MULTIMEDIA DESIGN

- Designed a 4x6 postcard, flyer, & social media posts as a survey recruitment and marketing tool for a LUCIA Lab client using InDesign.
- Designed three print infographics using Adobe InDesign, Photoshop, & Illustrator.
- Co-edited a promo video with 150+ views for ECU's El Centro using Premiere Pro.
- Designed a tri-fold brochure for ECU's El Centro, distributed 500+ times.

## DESIGN TOOLS & SOFTWARE

- Adobe Suite: InDesign, Premiere Pro, Illustrator, Photoshop, Dreamweaver, XD
- Adobe Fonts, Adobe Color, Paletton, Flourish, Canva, Shorthand
- Google Suite: Docs, Forms, Sheets, Drive

## QUALIFICATIONS

### *Soft Skills*

- Intercultural Communication
- Positivity & Enthusiasm
- Lifelong Learner
- Problem-Solving
- User Advocacy
- Time Management
- Critical Thinking
- Leadership
- Collaboration

### *Hard Skills*

- Human-Centered Design (HCD)
- Responsive Design
- Survey Design
- Design Thinking
- Wireframing & Prototyping
- Information Architecture
- User Personas
- User Flows
- HTML5 & CSS3

## RELATED COURSEWORK

- Human Factors in Design
- Interaction Design (IxD)
- Document Design
- Web Development
- Grant Writing
- Technical Editing
- Fiction Writing
- Digital Publishing Design
- Video Production I & II
- Visual Rhetoric
- Photojournalism
- International Business Comm.
- Storytelling & Feature Writing
- Introduction to Media Writing

## WORK EXPERIENCE

**Graduate Research Assistant** | Lab for Usability, Communication Interaction, and Accessibility (LUCIA), Auburn University | Auburn, AL | August 2024 – May 2025 |

**Freelance Technical Writer** | Elm Studio Company | Augusta, SC | July – Aug 2024 |

**Graduate Teaching Assistant** | Department of English, College of Liberal Arts, Auburn University | Auburn, AL | July 2023 – August 2024 |

**Copy Editor, Chief Copy Editor** | Eastern Progress | Richmond, KY | Aug. – Dec. 2021 & Aug. 2022 – May 2023 |

**Features Reporter** | Practicum | Eastern Progress | Richmond, KY | Jan. 2020 – Aug. 2021

## HONORS & AWARDS

- Commencement Speaker at ECU
- Dean's Award of Merit
- Honor Society of Sigma Delta Pi
- Honor Society of Phi Kappa Phi

*\*References available upon request\**