

KAITLIN COYLE

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[Digital Portfolio](#)

OBJECTIVE

To serve as a dedicated user advocate ensuring useful, culturally competent, and human-centered designs, products, and content.

EDUCATION

Master of Technical and Professional Communication, MTPC | Auburn University |
Expected 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, and post-test interviews.
- Assisted with 5 usability tests using task-based scenarios & Morae software.
- 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.
- Pitched a survey design and distribution tools (e.g., postcards) to 5+ stakeholders.
- Wrote a 12,000-word research paper on Qualtrics surveys as informal usability tests capable of applying multiple in-person research methods asynchronously.

UX DESIGN

- Redesigned the LUCIA Lab website using sitemaps, wireframes, interaction flowcharts, written web text, & the Umbraco CMS.
- Collaborated with the College of Liberal Arts web designer to create wireframes for a sitewide redesign of *all* Auburn University's lab-based departments.
- Designed a [Pilates](#) website on Wix, following usability and accessibility guidelines.
- Created an interactive mobile app prototype on Adobe XD, using IxD principles.
- Designed two print infographics using Adobe InDesign, Photoshop, & Illustrator.

TECHNICAL EDITING & WRITING

References available upon request

- Copy-edited 100+ journalistic articles according to AP style guidelines.
- Translated and localized web content from English to Spanish.
- Collaborated on a 3-person grant writing team for a local Alabama client & RFP.

JOURNALISM

- Proofread 100+ pages in collaboration with editorial team on production weeks.
- Wrote 3 news, 12 feature, and 6 opinion pieces at 600+ words.
- Developed professional interview skills through interviewing 30+ individuals.

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 – Present |

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

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

References available upon request