Kyreena Hay

UX & UI Designer, Developer, Illustrator

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"I have a great passion for user-centred interface design and development, and love the challenge of finding innovative, and delightful solutions to user experience problems."

Experience

Macropod (BugHerd)
Apr 2014 - Present

Designer | Full-time

Tasks/ Responsibilities:
- User testing websites and application interactions with usertesting.com
- Planning, design, and development of websites and applications.
- Ownership of the customer-facing websites, for 3 products.
- Agile methodologies and practises.
- A/B testing of design and copy, in conjunction with the Marketing team.

Keywords/ Tech used:
Personas, User Stories, User Testing, Information Architecture, Abode CS, wireframing, mock-ups, prototyping, A/B Testing and Analytics, Web & UI Design, Sublime, SASS, HTML, Javascript, JQuery, Git, Commandline tools.

LearningWorks
Dec 2013 - Apr 2014

Web Designer | Full-time

While at LearningWorks, I played a major role in aiding their transition from analog education services, to a digital platform. This included extensive education for all departments in SEO, Content and Copy creation, UX and Web Design best practises, as well as introducing better project management and programming practises.

Tasks/ Responsibilities:
- User Experience
- Client liaison and education
- Web Design (incl. e-commerce)
- Frontend Development and CMS integration
- Provide up-to-date advice on usability, accessibility, web standards, trends, technologies, and design.
- Email design and development

Keywords/ Tech used:
User Stories, IA, Abode CS, wireframing, Client education, Web and UI Design, Sublime, SASS, HTML, Git.

Wintec
Jul 2013 - Dec 2013

Lecturer | Part-time

I was asked if I would share my unique expertise with Wintec's Design students to provide them with both a theoretical curriculum-based education, and an industry practical education. Obviously I wasn't going to let the opportunity pass me by.

Tasks/ Responsibilities:
- Prepare engaging and informative lesson plans
- Lecturing
- Tutor and aide students in their work

Keywords/ Tech used:
Moodle, presentations, lecturing, guidance and mentorship.

IndieReign
Apr 2010 - Jul 2013

Intermediate Web Designer | Full-time

While at IndieReign, I was in charge of everything design related; from assisting digital strategy and visually interpreting business and technology requirements; to UI, UX, graphic design, and frontend development.

In the 3 years I was with IndieReign, we grew from a team of 3, to a team of 13, and increased our portfolio of products from 1 to 3: IndieReign, IndieMetrics, and ReelClever.

Tasks/ Responsibilities:
- Website and User Interface Design
- Project Strategy and Information Architecture
- User Experience & Interaction
- Android and iOS app design
- Digital Strategy
- Frontend Development

Keywords/ Tech used:
User Advocation balanced with Stakeholder needs, Personas, User Testing, Wireframes, mock-ups, prototyping, Web and UI Design, Frontend Dev, App UX and Design, IA, A/B Testing & Analytics.

Frontend
Jul 2009 - Jan 2010

Junior Web Designer | Contract

Tasks/ Responsibilities:
- Illustration
- Coding Website designs
- Working with clients, from brief, to updates and signoffs.
- "Fly on the wall" user testing
- Graphic Design (Web and print)

Keywords/ Tech used:
User testing, frontend development, illustration, Adobe CS, client liaison.

🖊 Skills

SKILLS	YEARS EXPERIENCE	EXPERIENCE LEVEL
User Testing	3	Intermediate
User Research	3	Beginner
IA	4	Intermediate
UX & IxD Theory	3	Intermediate
User Stories & Personas	2	Beginner
Wireframes & mockups	6	Expert
Functional Specs	2	Beginner
Illustration	2	Intermediate
Prototyping	2	Intermediate
Adobe Creative Suite	6	Expert
UI Design	6	Intermediate
Sublime	3	Intermediate
Command line tools	1	Beginner
Version Control (incl Git)	4	Intermediate
Email Design & Dev	2	Intermediate
HTML + HAML	5	Expert
CSS + Preprocessors	5	Expert
Javascript & JQuery	1	Beginner
Responsive Web	3	Expert
SEO	3	Intermediate
Accessibility	4	Intermediate
Client Liaison	3	Intermediate
CMS (incl. Wordpress)	2	Beginner

📖 Education

Bachelor of Computer Graphic Design
University of Waikato 2006-2009

Course papers covered:
- Graphic Design Practises
- Graphic Design History
- Programming
- HCI

🖊 Skills

Referees available upon request