



KELSEY HUMPHRIES

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EXPERIENCE UX Designer | Branding Brand | 2013–Present

- Designed mobile sites and apps for major e-commerce brands
- Analyzed client sites and provided recommendations to improve
- Devised and implemented A/B tests and measured results
- Oversaw design of new products from conception to launch

UX Design Lead, Expedia Capstone Project | Carnegie Mellon | 2013

- Investigated discovery experiences in relation to travel planning
- Responsible for interaction design for > 8 prototypes
- Oversaw UX design and managed team of five students
- Tested final design in Expedia usability lab with 10 participants and facial EMG technology

Product Designer, Urova | Johns Hopkins | 2011-2012

- Designed a new medical device to treat stress urinary incontinence (SUI)
- Created 3D models of the design using Pro/Engineer, which were then used to fabricate prototypes for clinical trials in rodents
- Created an animation using 3dsMax to explain SUI and to present design
- Teammates formed Urova Medical, LLC to continue development
- Reached finalist standing in Hopkins Business Plan competition
- Company accepted into ZeroTo510, a \$50,000 accelerator program

Neural Engineering Research | Tsinghua University, Dr. Xiarong Gao | 2011

- Tested effects of stimulus frequency, subject gender, and dominant handedness on inter-hemispheric transfer time
- Created MATLAB program to present stimuli and collect data from EMG
- Coordinated testing of 10 subjects and analyzed results

SKILLS

user research

contextual design
think aloud
A/B testing
persona design
storyboarding
heuristic evaluation

design

Sketch
Photoshop
Illustrator
InDesign
AfterEffects
Pro/Engineer

prototyping

HTML/CSS
Javascript
MATLAB
Arduino
C++
Java

language

fluent in written/
spoken Spanish

EDUCATION Carnegie Mellon University

Master of Human-Computer Interaction
Pittsburgh, PA | Graduated August 2013

Johns Hopkins University

BS in Biomedical Engineering | BA in Spanish Language
Baltimore, MD | Graduated May 2012