

# Karen McClellan

## PRODUCT STRATEGY & DESIGN

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### ABOUT

I design products that support healthy behavior change and bring delight into everyday experiences.

I believe great design begins as curiosity about people and the ever-evolving technical and cultural landscapes they live in. My job is to stay curious, reframe challenges, and uncover solutions.

### EDUCATION

#### CMCI STUDIO @ UNIVERSITY OF COLORADO BOULDER

Boulder, CO | 2018–2019\*

M.A., UX Design (STCM) / 4.0

\*Graduating Aug 2019

#### SOUTHWESTERN UNIVERSITY

Georgetown, TX | 2004–2008

B.A., English Literature / 3.8

### SKILLS & TOOLS

Sketch / Figma / Invision /  
HTML, CSS, JS / Adobe  
Illustrator, After Effects,  
Photoshop

### WORK EXPERIENCE

#### CACTUS INC.

June 2019 +  
Denver, Colorado

#### UX Design Apprentice

Lead design process for digital projects in an agency setting with a focus on behavioral change design.

#### CMCI STUDIO

Aug 2018 +  
Boulder, Colorado

#### UX Designer

Apply human-centered design process to digital projects for clients incl. POWDR Corp., Denver Intl. Airport, and Hopelab.

#### MENTORING MINDS

Apr 2015–Aug 2018  
Remote

#### Marketing Manager

Managed a team of 5, including design and copy resources, in an agile environment to create and execute an omnichannel marketing strategy. Reported to C-suite.

#### Content Marketing Strategist

Developed content strategy for conversion funnel. Led IA and content strategy for e-commerce website redesign.

#### Public Relations Specialist

Pitched stories, managed media relations, and wrote marketing copy.

#### FIRST PRESBYTERIAN

May 2013–Apr 2015  
Tyler, Texas

#### Director of Communication

Led communication strategy. Designed digital and print collateral. Designed and executed a comprehensive website redesign.

#### KNITTA

Apr 2009–Nov 2012  
Austin, Texas

#### Technical Designer

Designed project specifications for custom textile art installations. Managed production and installation for art exhibitions.