



Kayla Drew

UX/UI DESIGNER

Boston, MA

PROFILE

Boston-based UX/UI researcher and designer that excels at merging the practical with the delightful. I've loved creating things ever since I was a kid painting and coloring next to my dad. I was drawn to user experience design because of the ever changing nature of products, and the user needs that drive those changes. I create digital solutions to user problems through empathy, strategy and iteration.

EXPERIENCE

UX/UI Design Intern

Forrester • Boston, MA • August 2017 – Present

Conducting user research and utilize research to make informed design decisions. Creating high and low fidelity prototypes and testing prototypes to make iterative changes supported by user and business objectives.

- **Forrester's Contact Us Page**
Performed 1-on-1 user testing and ideated with Mgr. UX Design
Designed a strategic plan, wireframes and prototype for testing
- **Forrester's Search Page**
Designed a Usability Research Test Plan and conducted Usability testing
Synthesized research to inform iterative designs with Mgr. UX Design
- **Forrester's Mobile App**
Designed a Usability Research Test Plan and conducted usability testing
Synthesized research to inform future designs with team of 3

Program Manager

Forrester • Boston, MA • January 2016 – Present

Drive projects by defining scope and developing project plans, tracking milestones, ensuring deadlines are met, and facilitating internal and external expectations and communication.

EDUCATION

General Assembly

User Experience Design • New York City, NY • June 2018

User Experience Design Part-Time (UXD) is an accelerated design program to unpack design-thinking to solve user's needs. With a focus on next generation mobile/web applications in the digital space.

Suffolk University

Master of Public Administration – Business • Boston, MA • 2012 – 2013

University of Massachusetts – Lowell

Bachelor of Arts – Political Science • Lowell, MA • 2007 – 2012

CONTACT

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SKILLS

User interviews
User Interface design
Affinity Mapping
Personas
Wireframing
Prototyping
Usability testing
Interface Architecture

TOOLS

Proficient

Sketch	User Testing
InVision	Principle
Axure RP	Procreate

Intermediate

HTML5	Illustrator
CSS3	Photoshop

Exploring

Zeplin	InDesign
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