

KELSEY PLEDGER

User Experience Designer

WORK EXPERIENCE

Junior User Experience (UX) Designer, August 2015 – Present
Gatesman, Pittsburgh, PA

- Present UX solutions based off research and analysis of client and competitor websites
- Create sitemaps and wireframes for website and app (re)builds
- Write user guides for content management systems (CMS)
- Perform weekly website maintenance updates
- Advocate UX improvements for all digital projects

Digital Intern, June 2015 – August 2015
Gatesman+Dave, Pittsburgh, PA

- Worked with the digital team on client and internal projects, including wireframes, website updates and content creation for social media channels
- Completed an intern group project that consisted of building a web page and campaign for The Brandttern Experience

Media Arts Work-Study, September 2012 – May 2015
Robert Morris University (RMU), Moon Township, PA

- Sole office assistant for the Department Head of Media Arts
- Curated gallery opening receptions
- Designed advertisements for upcoming events

Interactive Design Intern, May 2014 – August 2014
New Perspective Communications, Pittsburgh, PA

- Responsible for updating websites and creating content
- Worked on projects for Ronald McDonald House Charities
- Pre-press production, prepared files for 2 color print jobs

AWARDS

Presidential Undergraduate Award, Spring 2015
Media Arts Department, RMU

- One student selected from each department as best in their field

Dean's Choice Presenter, Spring 2015
Undergraduate Research Conference, RMU

- One selected from each of the five schools

Best in Interaction Design Award, Spring 2015
Senior Portfolio Show, Media Arts Department, RMU

- One student selected from each concentration

VOLUNTEER EXPERIENCE

Children of Mtaya Mission Trip, October 2011
Mtaya Village in Zambia, Africa

- Created a lesson plan and taught elementary students on the basics of photography

EDUCATION

Robert Morris University (RMU), May 2015
Moon Township, PA
B.F.A. in Media Arts, Dual Concentration in Graphic and Web Design

- 3.88 Cumulative GPA
- Graduated with magna cum laude
- Dean's List, Fall 2011 – Spring 2015

KEY SKILLS

Deliverables:

Usability Audits
Competitive Analyses
User Personas / User Flow Charts
Sitemaps / Information Architecture
Wireframes / Interactive Prototypes
Mockups

Software:

Experienced in using Axure, Microsoft Word, Adobe Photoshop, Illustrator and Acrobat

Proficient in using Adobe XD, WordPress, Sitecore, Sitefinity, Kentico, Slack, GatherContent, Microsoft Excel and PowerPoint

Basic knowledge of Sublime Text, Visual Studio, Adobe InDesign and Dreamweaver

Platforms:

Experienced in operating both Mac and PC platforms

Development:

Experienced in using HTML5 and CSS3
Basic knowledge of Sass, PHP and JavaScript

ACTIVITIES

RMU Gallery Club, Spring 2012 – Spring 2015

- Organized and displayed exhibitions in 2,000 ft² gallery
- Co-managed first student-run show
- Held the Secretary officer position
- Ran meetings and maintained records

RMU The Design Network, Fall 2013 – Spring 2015

- Worked in partnership with AIGA Pittsburgh
- Held the Secretary officer position
- Maintained records of agenda, meetings and files