

Kelly Kenneally

UX/UI Designer | New York

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Portfolio (*CODED BY ME*): <https://kakneally13.github.io/Kenneally-Portfolio/>

Summary

I am a highly motivated, passionate UX/UI designer with a background in apparel design. I have a love for color, innovative design, sustainability, and keen eye for detail that have been honed through my studies and experiences listed below. I am always eager to learn new skills and explore new ways of thinking. Most importantly, I am a team player and always willing to lend a helping hand!

Relevant Projects

My Eco-Loop: Mobile Case Study

September 2023

<https://kakneally13.github.io/Kenneally-Portfolio/EcoLoopCaseStudy.html>

- Project manager for a 4 person team
- Created a user research plan and executed plan to gain user insights
- Defined a clear problem statement and scope for a design sprint
- Use low-fi design methods to brainstorm ideas and make quick iterations
- Developed user flow and journey map, to organize and create a structure for the content and information in a manner that's intuitive to user
- Created mid-fi clickable wireframes in Figma to perform user testing, and make further iterations to the user flow
- Research and develop various reward systems to add motivation through gamification
- Developed a style tile and UI components to use in a High-Fi prototype

finEQUITY: Non-profit Responsive Redesign

July 2023

<https://kakneally13.github.io/Kenneally-Portfolio/finEquityCaseStudy.html>

- Conducted heuristic evaluation on the current website and set goals for redesign to increase usability and accessibility.
- Discussed with stakeholders their goals for the redesign; to focus more on user their services
- Completed primary research (user interviews and surveys) and secondary user-research (related articles and documentaries) to form a user persona, journey map and empathy map
- Ideated as a group to come up with possible solutions
- Created paper prototypes and wireframes for user testing
- Developed a hi-fi mobile design and clickable prototype using Figma
- Conducted further user testing and iterated based on results

NYS DEC: Responsive Web Redesign

June 2023

<https://kakneally13.github.io/Kenneally-Portfolio/DECCaseStudy.html>

- Developed proto persona and user scenario based on initial site analysis
- Conducted user tests and heuristic evaluation on initial site, analyzing navigation and typical user path
- Utilized card-sorting to create a new site map based on updated, user-centered navigation
- Developed mid-fi prototype to test the new navigation
- Created mood boards and style guides for new UI design, including typography, iconography, color and micro-interactions

- Created Hi-fi clickable prototypes for mobile and desktop

Work Experience

Designer- BCBC Girls

2022-Present

O5 Group | New York, NY

- Design and develop apparel across all product categories and price-points
- Communicate directly with factories throughout development and production processes
- Research and competitive analysis for market and trends
- Select high quality visuals to express concept and create storyboards
- Develop print and graphic artwork in Adobe Illustrator
- Make corrections and adjustments to salesman samples (hand/machine sewing, fabric dying, and adding embellishments)

Assistant Designer- Gymboree

2019-2021

The Children's Place | Secaucus, NJ

- Assist in all parts of the design process, research concepts, sketch garments, develop graphics
- Create tech packs in Illustrator
- Generate BOMs in PLM
- Create and manage line sheets using Illustrator and InDesign
- Review and comment on fabric and trim submissions, lead pre-production review process

Skills

Computer Programs: Miro, Figma, Adobe: Illustrator, Photoshop & InDesign; Microsoft: Word & Excel; PLM; BeProduct; CLO 3D; Code Conversational: HTML, CSS, Java, Bootstrap, Wordpress

UX/UI Design: Agile Method, User Research, Interviewing, Storyboarding, Brainstorming, User Flows, Prototyping, User testing, Style guides, Infographics, Color Theory, Accessibility, Site Mapping, Information Architect, Affinity diagrams, Empathy Mapping, Design Libraries

Fashion Design: Flat Sketching, Pattern Making, Draping, Sewing, Illustration, Print & Graphic Design, Image Editing

Soft Skills: Communication, Organization, Critical Thinking, Problem Solving, Time Management, Empathy, Curiosity, Flexibility, Self Motivated, Eye for detail, Multitasking

Education

Columbia Engineering | New York, NY

Graduated September 2023

Bootcamp: UX/UI Design Certificate Program

Fashion Institute of Technology | New York, NY

CCPS- Introduction to Clo 3D

2022

Bachelor of Fine Arts Degree (GPA: 3.87)

2017-2019

Associate in Applied Science Degree (GPA: 3.87)

2015-2016