

## Contact



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Austin, Texas

# KARA KLEFOS

## UX/UI Designer

Creative and strategic UI/UX Designer with a decade of experience in luxury retail, alongside brand content creation, leadership, and hands-on website updates. Passionate about visual storytelling and intuitive design, blending a sharp eye for detail with a data-informed, user-first approach. Formally trained in UI design and frontend development, with experience in AI data analysis and cross-functional collaboration.

## Education

### ● UI Design Certificate

CareerFoundry  
2024 - 2025

### ● Frontend Development for Designers Certificate

CareerFoundry  
2024 - 2025

### ● Bachelor of Science in Family and Consumer Sciences

Texas State University  
2012 - 2016  
Major in Fashion Merchandising  
Minor in Business Administration

## Tools

Figma  
Sketch  
Canva  
Adobe Illustrator  
Adobe Lightroom  
Adobe Photoshop  
Visual Studio Code  
Git & GitHub

## Skills

User Interface  
User Research  
Competitive Analysis  
A/B & User Testing  
Usability Analysis  
Wireframing  
Prototyping  
Visual Design  
Responsive Design  
User Flows  
Brand Guidelines  
HTML  
CSS  
JavaScript

## Experience

### ● Senior Stylist

Stitch Fix Inc.

Aug 2020 - Present

- Curate personalized clothing selections tailored to clients' preferences, fit, and lifestyle by leveraging data-driven insights and trend forecasting to enhance customer satisfaction and retention.
- Deliver detailed client feedback to improve algorithm accuracy and refine product offerings.
- Ranked in the top 7% of stylists, earning a performance-based bonus for exceptional stats while delivering a top-tier client experience.

### ● A.I. Researcher

Appen

Aug 2023 - Dec 2024

- Collected, annotated, and analyzed data to enhance machine learning models for NLP, computer vision, and speech recognition.
- Conducted research and evaluations to improve AI accuracy, efficiency, and real-world applicability.

### ● UX/UI Designer, Manager, Buyer

Second Summer Bride

July 2019 - July 2020

- Improved site usability through UX-driven layout revisions and content strategy, resulting in a 25% increase in online inquiries.
- Managed bi-monthly website updates, uploading new inventory and refining layout to improve user flow and product visibility.
- Directed all social media strategy, photography, and copywriting—boosting Instagram profile visits by 40% and more than doubling followers; recognized by Bridal Musings for curating an exceptional brand presence.
- Led and mentored a team, driving sales growth through personalized coaching, daily operations management, and strategic initiatives across styling, customer service, and inventory planning.
- Analyzed customer purchasing patterns and adjusted inventory accordingly, reducing stockouts and increasing sales.

### ● Shipping and Receiving Manager, Stylist

Blush Bridal Lounge

July 2016 - July 2019

- Managed all shipping, receiving, and inventory ensuring accuracy, efficiency, and seamless logistics.
- Oversaw merchandise flow, coordinated vendor shipments, and implemented organizational systems to improve efficiency.