

# Kara Klefos

## Product & UX/UI Designer

281-734-2591 · karaklefos1@gmail.com · www.karaklefos.com · www.linkedin.com/in/karaklefos/

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Product & UX/UI Designer specializing in human-centered design, workflow optimization, and data-heavy interfaces across internal and external tools. I design end-to-end experiences grounded in research, usability testing, accessibility (WCAG), and iterative prototyping, using Figma and Sketch.

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## WORK EXPERIENCE

### Life Anew Restorative Justice (2025 – Present)

#### Lead Product Designer

- Designed a two-sided platform (internal + external) to solve a core organizational gap: staff had no centralized knowledge base, and community members had no single place to access critical resources.
- Led multi-stakeholder user research and journey mapping with staff, leadership, and impacted families to uncover barriers across programs, resource navigation, and emotional learning workflows.
- Translated these insights into end-to-end design solutions - wireframes, prototypes, and a scalable design system - ensuring accessibility (WCAG), clarity, and alignment with real community needs.
- Early testing has shown dramatic efficiency gains: workflows that once took days or even weeks can now be completed in minutes, giving both staff and families immediate access to the support they need.

### Stitch Fix Inc. (2020 – Present)

#### Senior Stylist

- Deliver detailed, qualitative client feedback directly to the product and engineering teams, contributing to improving algorithm accuracy and refining product offerings based on real-world user data.
- Curate personalized selections by interpreting data-driven insights and trend forecasting, consistently enhancing client satisfaction and retention through tailored fit, preference, and lifestyle recommendations.
- Ranked in the top 10% of stylists, earning a performance-based bonus for exceptional key metrics.

### Appen (2023 - 2024)

#### AI Data Quality Analyst

- Analyzed and annotated data to enhance machine learning models (NLP, computer vision), improving the quality and accuracy of training sets for future application development.
- Conducted research and evaluations, focusing on data integrity and prompt effectiveness to improve AI efficiency and real-world applicability - skills now leveraged for AI-assisted design and research synthesis.

### Second Summer Bride (2016 - 2020)

#### UX/UI Designer, Manager

- Improved site usability and content strategy through UX-driven layout revisions, resulting in a 25% increase in online inquiries and improved product visibility.
- Directed comprehensive digital strategy (social media, photography, and copywriting), boosting Instagram profile visits by 40% and more than doubling followers; recognized by industry media for exceptional brand curation.
- Led team management, daily operations, and strategic initiatives across styling, customer service, and inventory planning to drive sales growth and enhance the overall customer experience.

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## EDUCATION

Texas State University    **Bachelor of Science in Family & Consumer Sciences**  
2012 - 2016                      Major: Fashion Merchandising Minor: Business Administration

CareerFoundry                    **UI Design Certificate,**  
2024 - 2025                      **Frontend Development for Designers Certificate**

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## SKILLS

- **UX Design:** User Research, Usability Testing, A/B Testing, User Flows & Journey Mapping, Information Architecture, Wireframing & Prototyping
- **UI Design:** Visual Design, Responsive Design, Design Systems, Accessibility, Typography & Color Theory, Usability, Consistency, Error Handling
- **Tools:** Figma, Sketch, Adobe Illustrator, Git & GitHub, Visual Studio Code
- **Front-End:** HTML5, CSS3, JavaScript (ES6+)