

# Kara Klefos

## Product & UX/UI Designer

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Product & UX/UI Designer with experience creating low, mid and high-fidelity wireframes, prototypes, and responsive interfaces for web and mobile. Proficient in Figma, Sketch, and Adobe Creative Suite, with expertise in user research, usability testing, accessibility (WCAG), and user-centered design. Experienced in collaborating with stakeholders to translate requirements into intuitive, effective designs.

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## WORK EXPERIENCE

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

#### Lead Product Designer

- Leading the end-to-end design of a two-sided digital platform (internal/external) built from scratch to streamline staff workflows, community programs, and resource access.
- Conducted multi-stakeholder user research (staff and community members) and journey mapping to uncover needs for complex resource navigation (food, shelter, documentation) and emotional learning tools.
- Designing and iterating low- to high-fidelity wireframes and prototypes using Figma, incorporating continuous employee feedback to ensure user-centered design, usability and alignment with nonprofit goals.
- Developing a cohesive design system and final app interface to improve accessibility (WCAG) of resources, support staff in daily workflows, and strengthen Life Anew's community impact.

### 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  
2012 - 2016

**Bachelor of Science in Family & Consumer Sciences**

**Major:** Fashion Merchandising **Minor:** Business Administration

CareerFoundry  
2024 - 2025

**UI Design Certificate,**

**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+)