# Kara Klefos

## Product & UX/UI Designer

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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.

## WORK EXPERIENCE

### Life Anew Restorative Justice (June 2025 – Dec 2025)
**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.

## EDUCATION

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| Texas State University 2012 - 2016 | **Bachelor of Science in Family & Consumer Sciences** <br> **Major**: Fashion Merchandising **Minor**: Business Administration |
| CareerFoundry 2024 - 2025 | **UI Design Certificate,** <br> **Frontend Development for Designers Certificate** |

## 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+)