KATELYN MICHALOVE

Senior UX Designer

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EXPERIENCE

Sunbelt Rentals

Senior UX Designer / May 2021 - Present
UX Designer / Jan 2020 - May 2021
Junior UX Designer / July 2019 - Jan 2020

- **Sunbeltrentals.com**
  Design lead for the complete redesign of Sunbelt Rentals' primary digital touch point. As a part of this effort, I conducted stakeholder interviews, user interviews, launched a customer survey, and took designs from wireframes to launch. As a result, we saw a 50% decrease in time to task and a 50% increase in online payments.
- **Dispatch and Logistics Platform**
  Product redesign to identify inefficiencies and increase transportation profitability. This involved field interviews and observations, wireframing new solutions and features to solve dispatcher needs, utilizing and contributing to a design system, usability testing and iteration.
- **SmartEquip - iOS Mobile Inspection Application**
  1 Week sprint redesign to improve the user flows, match iOS HIG, and convert visual design to Sunbelt Rentals branding guidelines. Solved usability issues discovered in field pilot testing.

Freelance / Product Designer

August 2018- July 2019

- Baseball analytics website to help launch a new business.

Procter and Gamble / Process Engineer

June 2017 - July 2018

- Led troubleshooting for the chemical plant to solve for process improvement areas.

EDUCATION

University of Tennessee / 2017 / BA Chemical Engineering

Bloc / 2019 / UX Design Apprenticeship

SUMMARY

I am a Senior UX Designer with skills in conducting user research and leading projects from wireframe to launch. I am data-driven and seek out analytics, user research, and competitive insight to drive design decision. I collaborate with the team to define requirements and develop a product that solves users' problems while meeting business objectives.

TOOLS

Sketch, Figma
Marvel, Invision
Adobe Creative Suite
Dovetail
Lookback
Miro, Figjam
Survey Gizmo/Alchemer
Git, GitHub
Google Analytics
HTML, CSS
Jira, Confluence

SKILL SET

User Experience Design
User Research
Market Research
Usability Testing
Information Architecture
Visual Design
Branding
Prototyping
Frontend Development