

# KATELYN MICHALOVE

Senior UX Designer

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## EXPERIENCE

### Sunbelt Rentals

Senior UX Designer / May 2021 - Present

UX Designer / Aug 2020 - May 2021

Junior UX Designer / July 2019 - Aug 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

### Freelance / Product Designer

Aug 2018- Jul 2019

- Baseball analytics website to help launch a new business.

### Procter and Gamble / Process Engineer

Jun 2017 - Jul 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