

# Kelly O'Sullivan

Portfolio <https://kello-vision.github.io>  
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734.355.4007

Education **University of Michigan**  
MSI - Human Computer  
Interaction '19 (Ongoing)

**Michigan State University**  
BA - English (2012)  
BA - Media Arts and Technology  
(2012)

Skills **Design**  
Typography/Type Setting  
Interface Design  
Visual Design  
Prototyping and Evaluation  
Motion Graphics Design  
UX Writing  
Digital Photography

**UX Design**  
Interviewing  
User Research  
Usability Testing  
Interaction Design  
Personas & Scenarios  
Sketching & Storyboards  
Wireframes  
Object Models  
Journey, Site Maps  
Survey Design  
Affinity Diagramming  
Competitive Analysis  
HTML & CSS

**Software**  
Photoshop  
Illustrator  
Sketch  
Axure  
Figma  
After Effects  
Cinema 4D  
Premiere  
Audition  
InVision  
Sublime Text 3  
Visual Studio Code

## Professional Experience

### Quicken Loans | User Researcher

JANUARY 2019 - PRESENT DETROIT, MI  
Design and conduct a field user research study for one of Quicken Loans' target user populations. Conduct user interviews. Design, distribute, and analyze surveys to said population in order to make recommendations to Quicken Loans moving forward.

### JOOL Health | UI/UX Intern

APRIL 2018 - AUGUST 2018 ANN ARBOR, MI  
Conceived, prototyped and tested intuitive new user interfaces and interactions for JOOL's mobile and web-based applications. Conducted and analyzed qualitative and quantitative user research, including focus groups, interviews and surveys. Made recommendations based on user needs and influenced a simpler, more streamlined JOOL Health interface.

### iPassio | User Experience Designer

JANUARY 2018 - APRIL 2018  
ANN ARBOR, MI (CLIENT IN INDIA)  
Analyzed and made recommendations for improvement of iPassio's online learning platform based on research, user interviews, user testing, heuristic evaluation and others. Redesigned user onboarding process as well as implemented a user progress dashboard based on user needs.

### University of Michigan | Multimedia Content Designer

DECEMBER 2013 - AUGUST 2017 ANN ARBOR, MI  
Designed the user experience for Michigan Engineering's Certified Professional Innovator course website and the college's branded YouTube channel. Created motion graphics, videos, scripts and aided in the creation of course curriculum for an optimum user journey through the CPI course as well as other college-wide initiatives. Worked with stakeholders to ensure the execution of course vision while balancing business and UX design needs.

## Extra Curricular Activities

### University of Michigan GRIN Mentor

JANUARY 2019 - PRESENT ANN ARBOR, MI

### World Information Architecture Day Local Organizer

OCTOBER 2018 - FEBRUARY 2019 ANN ARBOR, MI

### Citizen Interaction Design: UX Research conducted for Gleaners Community Food Bank of Detroit

SEPTEMBER 2017 - JANUARY 2018 DETROIT, MI