

# KAYLA EZELL

I am a UX Researcher & Designer dedicated to helping organizations better help communities in need by developing & maintaining a people first culture from primary research to final design implementation.

## WORK EXPERIENCE

### App to Succeed (UX Design & Research)

2019

ApptoSucceed is a 501(c)(3) non-profit whose ultimate end-goal is to end adolescent poverty by way of promoting and integrating financial literacy. At my time with ApptoSucceed, it has been my role along with a team of other volunteers, to frame and define the organization's financial literacy product so that the project is ready to be pitched to stakeholders. My everyday work involves establishing information architecture, creating icons, and designing wireframes and prototypes.

### Bloc/ThinkFul.io (Designer Track)

2019

Bloc.io/ThinkFul, is an apprentice-style program whose mission is to teach applied learning in the fields of Web Development and Design. Bloc provides practical UX Research experiences creating user testing methods, card sorts, competitive analysis, and surveys, among others. From a design standpoint Bloc provides the programs and tools necessary to create hi and lo-fidelity mockups, wireframes, prototypes, sketching, user flows, and fully functioning HTML/CSS prototypes.

## EDUCATION

Bloc/ThinkFul.io  
Designer Track

2019-2020

Florida International University  
B.A., Anthropology

2016-2018

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## SKILLSET

UX/UI Design  
Visual Design  
User Research & Testing  
Brand Design & Identity  
Information Architecture  
Wireframing & Prototyping  
Ethnography  
Field Observation  
Interviewing  
Anthropology  
Quantitative & Qualitative  
Data Analysis

## TOOLS

Adobe Illustrator  
Adobe Xd  
Invision  
Sketch  
Figma  
usertesting.com  
HTML, CSS, & Javascript  
Github  
Usabilityhub  
Typeform