

# Kailyn Brush

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USER EXPERIENCE DESIGNER

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# A BIT ABOUT ME ...

I am a UX Designer in Austin, TX skilled at user research, design, and testing.

I love learning why and how people do what they do and the best way to subconsciously make things easier for them. Accessibility is my current area of interest and I am excited to keep exploring it and other aspects of UX Design.

My goal is to work with a small to medium-sized team where I can see my contributions making a difference and be able to continue improving my skills.

# SKILLS & SOFTWARE

## SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Adobe Creative Suite
- InVision
- HTML
- CSS
- Miro
- Google Surveys
- Google Analytics
- Visual Basics
- Github

## SKILLS

### USER RESEARCH

I have experience doing end-to-end user research projects, including creating the plan, presenting findings, targeting specific questions, and conducting interviews.


### UX DESIGNER

My experience in design involves mapping out the users and their journey with the product, deciding the information architecture, and creating sketches and wireframes. Testing is also a big step in the process and I try to incorporate it after every step.

### Process includes:

- A & B Testing
- Guerilla Testing
- Surveys
- Competitive Analysis
- SWOT Analysis
- Systems Design Evaluation
- User Testing
- Interviewing
- User Personas
- Journey Mapping
- Feature Benefit Matrixes
- User Flows
- Empathy Maps
- Decision Diagrams
- Style Guides
- Low Fidelity Wireframes
- High Fidelity Wireframes
- Prototyping
- White boarding
- Paper Sketching
- User Testing
- A/B Testing
- Guerilla Testing

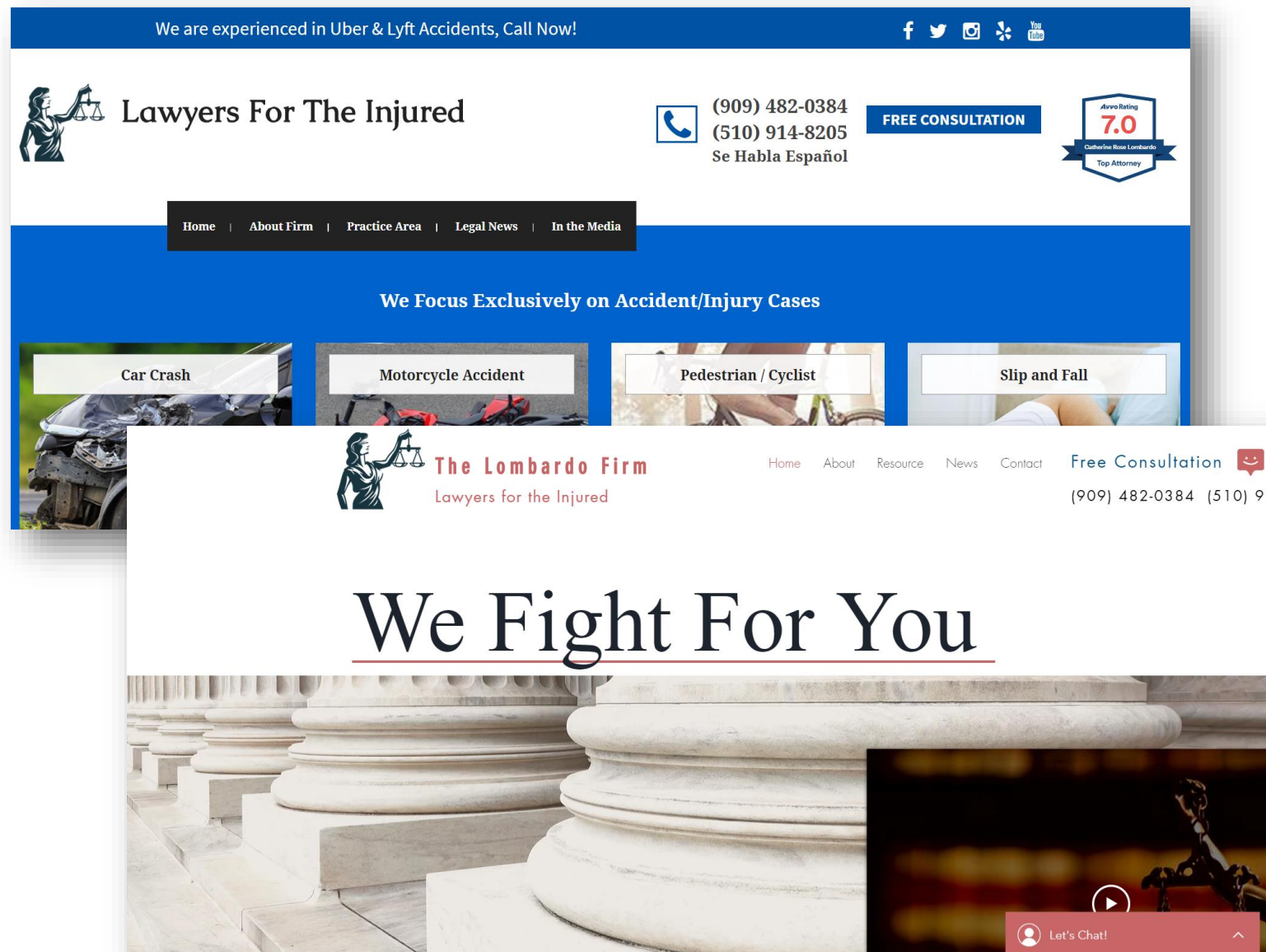
# SELECT PROJECTS



The following is a selection of projects from my portfolio of work that highlight my range of skills and experience as a User Experience Designer. I've showcased the evolution of each project and provided snapshots of the processes that was followed. For more detailed information about these processes, please reach out to me at [Kailynb3@gmail.com](mailto:Kailynb3@gmail.com).



# OVERVIEW



## Lombardo Law Site

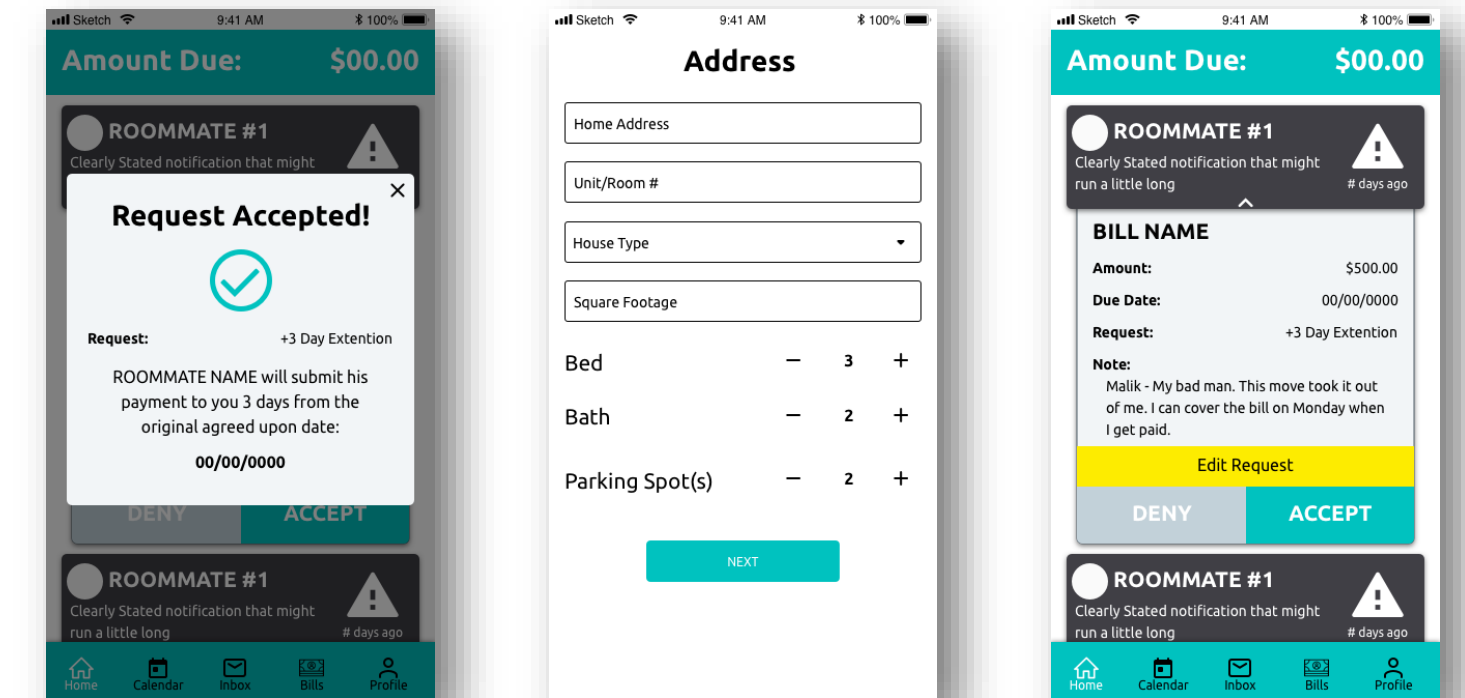
Conducted user research on two versions of a site to determine the user's preference for either site over the other and/or site elements. This project was completed in 3 weeks and concluded with my presentation of the findings to stakeholders across the nation.



## Austin Council on Adoptable Children

The main characteristics of this redesign included a more concise page - focused on content strategy, information architecture, and visual design. This site was designed and coded in a total of 4 weeks.

[www.austin-coac.org](http://www.austin-coac.org)



## CasaShare

To make sharing rent easier for both renters and landlords, we created this hypothetical app for mobile. Casa Share changes the way people not only list their properties but also how they pay their rent. This project was completed in 3 weeks and included a rough coded prototype.



# Lombardo Law Site

Over the course of three weeks, I tested the layouts and experience of two different versions of the Lombardo law site in California. In the discovery phase, I uncovered issues with site navigation and decided to focus on both layout and navigation. I conducted my research to determine the best way to provide potential users with an easier navigation system and more pleasing design system.

## MY RESPONSIBILITIES

- Interviewing
- Creating Survey
- Heuristic Evaluation
- Affinity Diagram
- Accessibility Testing
- A/B Testing
- Demographic research
- User Testing
- Survey Analysis
- Color psychology analysis
- Information Architecture

## KEY GOALS

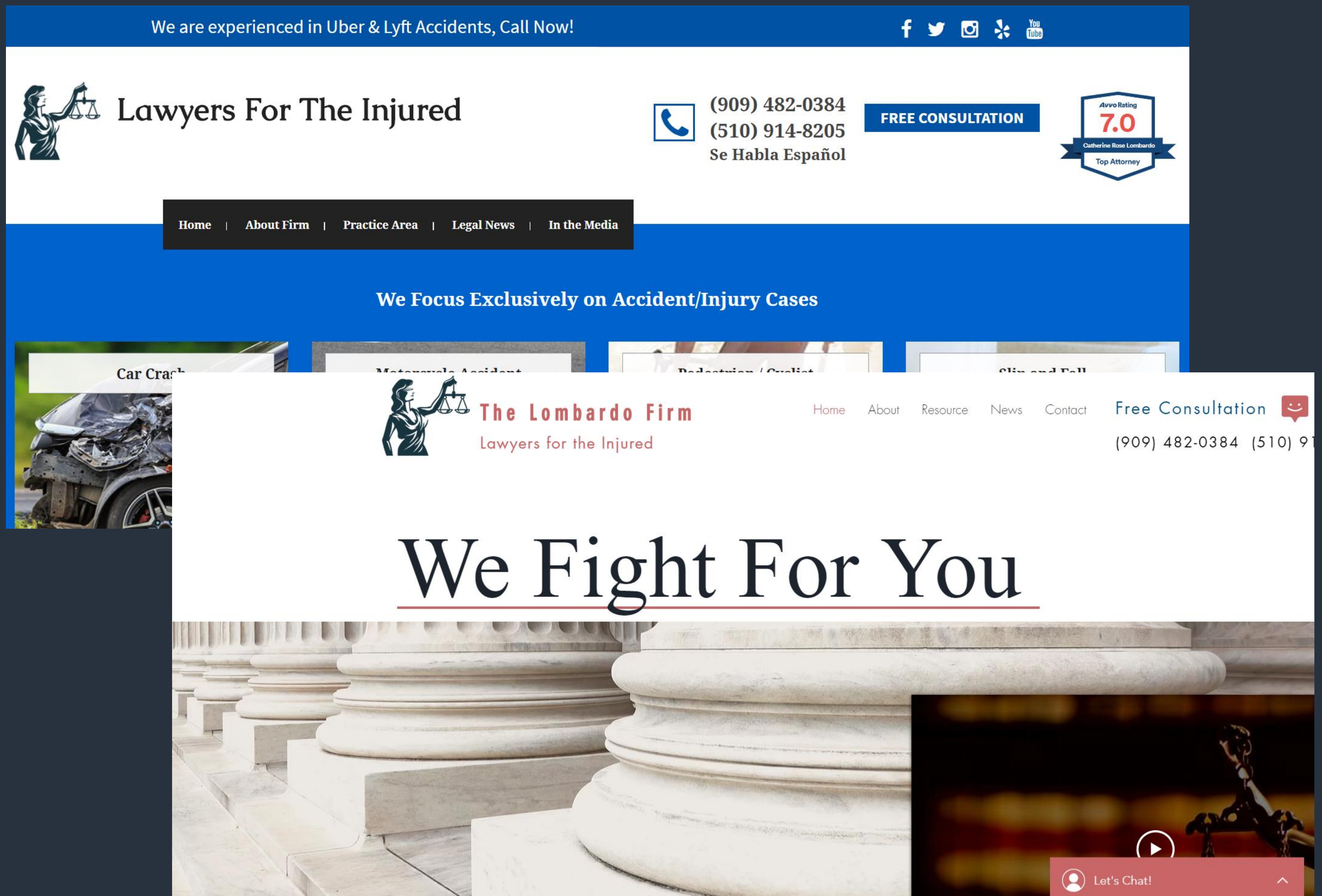
- Determine the best site in terms of user needs
- Research how to make the site more accessible
- Understand users and their needs/pain points of current sites

## SPECIFICS

- 3 week time frame
- Individual project
- Deliverables were defined by stakeholder



DESKTOP





# Lombardo Law Site

## 01: User Research

## 02: Site Comparison and Accessibility

## 03: Interviews and Affinity

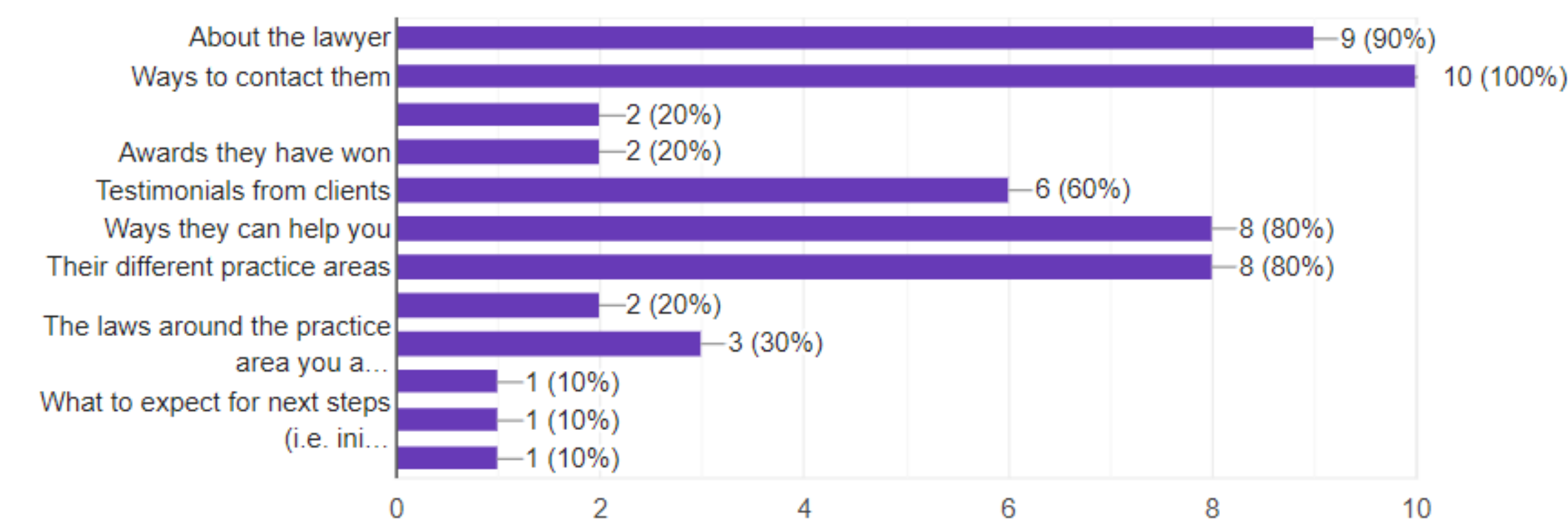
### User Research

The client wanted to determine which site appealed to users and if there was a way to make it better. Through surveys, interviews, and heuristic evaluations, I found several areas that needed improvement. My recommendation was a redesign with an eye toward both design and navigation.

Website Name: Wix Site		Website URL: https://skywardtechweb.wixsite.com/mysite	
Heuristic Evaluation	Rating	Desktop Comments	
Appearance/ Aesthetics	1 2 3		
Primary Goal/Purpose is clear	x	Like the diagram outlining the different ways, don't like where it takes you afterwards (inconsistency)	
Clean, simple design		x	video, images, phone numbers as well as some div's are off screen and don't look good.
Pleasing Color Scheme	x		too many colors (red, yellow, green, and blue all on the white and off white background), but primary ones look good.
Appropriate use of white space	x		rating section has a weird amount at the bottom of it- makes that part of the page look too white
Consistent design	x		the free evaluation/consultation naming convention as well as the required fields within the forms, and the random couch photo with th
Text and colors are consistent		x	again several different colors used, font is also inconsistent (serif and sans-serif)
Icons are universally understood	x		understood but footer social media looks a little small, missing end quotes on the rating section
Images are meaningful and serve a purpose	x		the couch photo is not consistent
Content	1 2 3		
Major headings are easy to understand	x		
Easy to scan	x		
Minimal Text/ information presented		x	
Clear terminology, no jargon (simple dialogue)		x	
Links are clear and follow conventions			x
Help is available on every page		x	
Important content is above the fold			x
Content in user language			x
Search box is easy to identify and easy to use		x	
Navigation	1 2 3		
Consistent Navigation			x
Easy to identify your location on the site (breadcrumbs, headers, colors)			x
Consistent way to return Home		x	
Limited number of buttons and links		x	

### What are some of the most important things that should be on a lawyer website?

10 responses



# Lombardo Law Site

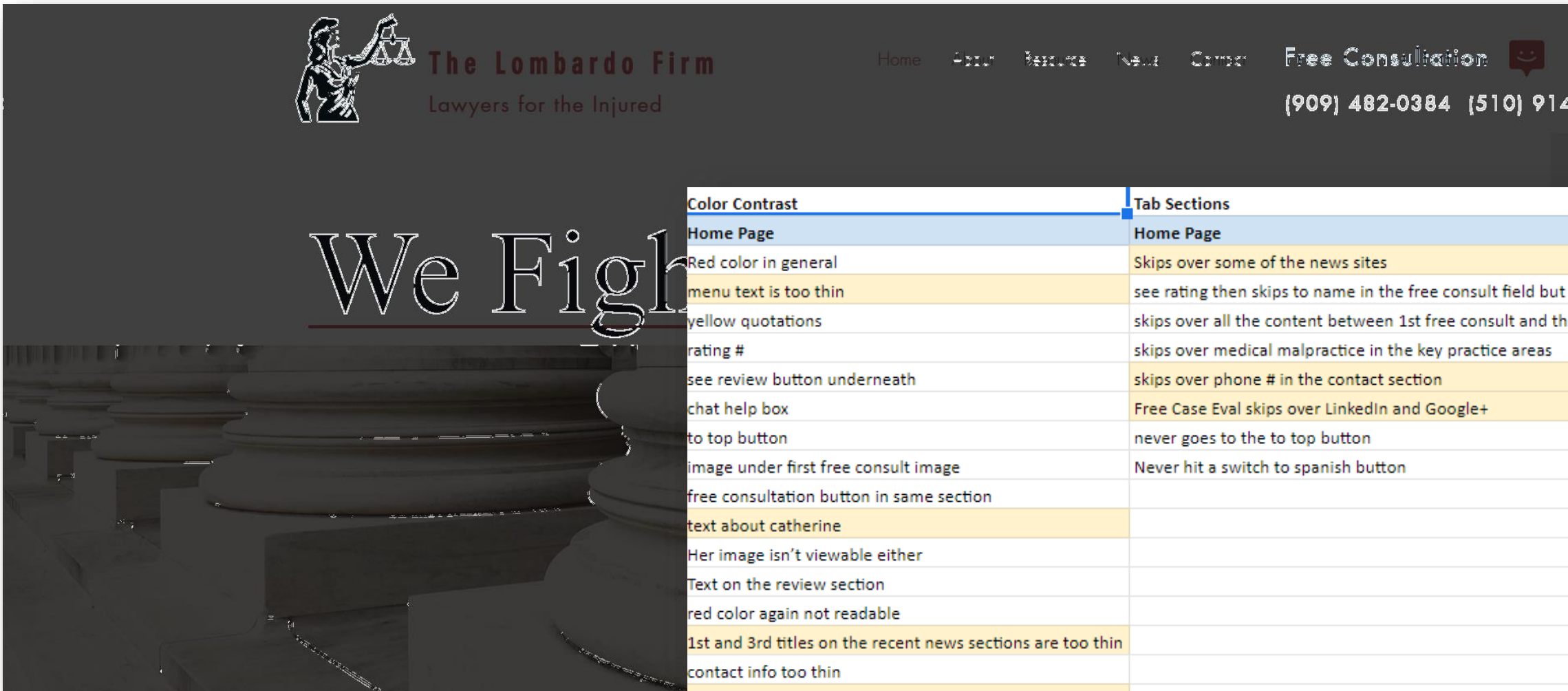
01: User Research

02: Site Comparison and Accessibility

03: Interviews and Affinity

## Site Comparison and Accessibility

Using a web plugin, I was able to check for color blindness, text, and contrast regulations. Based on the results it was easy to see which site had the best color scheme and easy to read font. The navigation functions were very flawed and tended to skip important navigational areas.



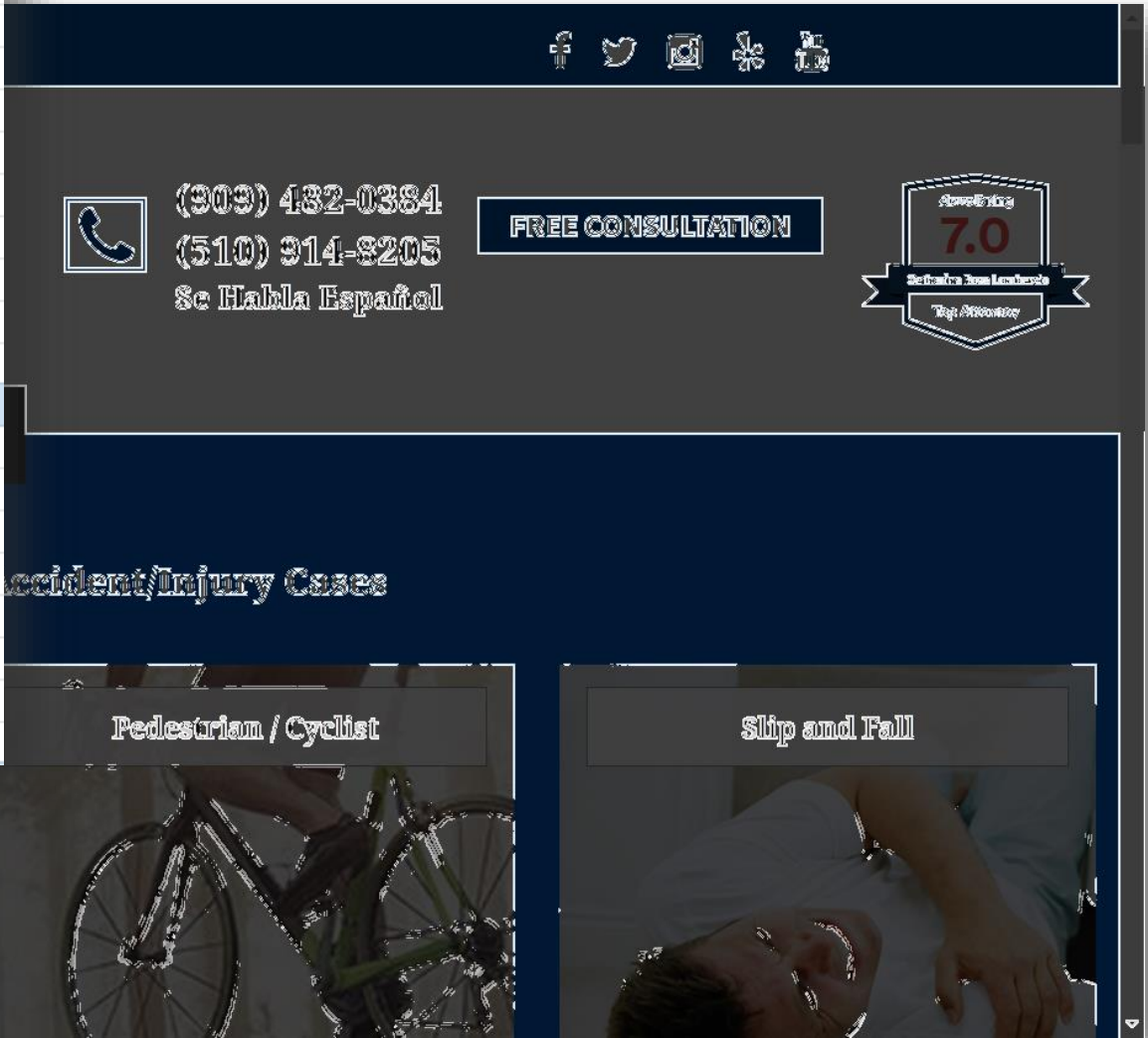
**The Lombardo Firm**  
Lawyers for the Injured

Home About Services News Contact Free Consultation

(909) 482-0384 (510) 914-8205

# We Fight

Color Contrast	Tab Sections
Home Page	Home Page
Red color in general	Skips over some of the news sites
menu text is too thin	see rating then skips to name in the free consult field but you can't tell what field this is in
yellow quotations	skips over all the content between 1st free consult and the key practices
rating #	skips over medical malpractice in the key practice areas
see review button underneath	skips over phone # in the contact section
chat help box	Free Case Eval skips over LinkedIn and Google+
to top button	never goes to the to top button
image under first free consult image	Never hit a switch to spanish button
free consultation button in same section	
text about catherine	
Her image isn't viewable either	
Text on the review section	
red color again not readable	
1st and 3rd titles on the recent news sections are too thin	
contact info too thin	
text in the free evaluation text boxes is too thin	
social media logos in that second free eval box	
free eval boxes in the footer	
send button in the footer	
About Us	About Us
Red color not accessible	Skips Auto Accidents in the side menu
Image and text on it is not visible (We are here to help)	Skips wrongful death in the practice areas
tan boxes on side navigation not visible	finishes page and then goes to Lawyers for the Injured
body text too thin/not readable	then goes back down to the footer
Practice areas and Catherine name are accessible	
Image not accessible	
Catherine body text too thin	



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Se Habla Español

FREE CONSULTATION

7.0  
Attorney Rating  
Top Attorney

accident/injury Cases

Pedestrian / Cyclist

Slip and Fall



# Lombardo Law Site

- 01: User Research
- 02: Site Comparison and Accessibility
- 03: Interviews and Affinity

## User Interviews and Affinity Diagram

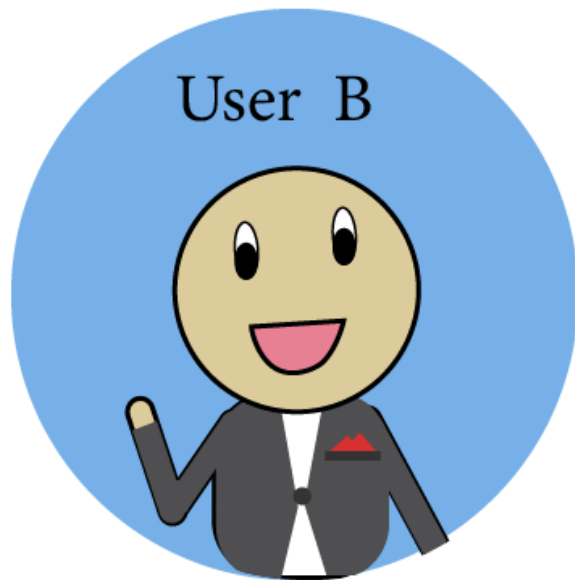
Through interviews and additional evaluations, I was able to narrow down a few key areas that needed to be looked at. The biggest being an issue with the navigation layout. Information Architecture became the next biggest step. Following that was design and content. There were a lot of inconsistencies and repetition throughout the sites, and users were confused about the main purpose of the site.



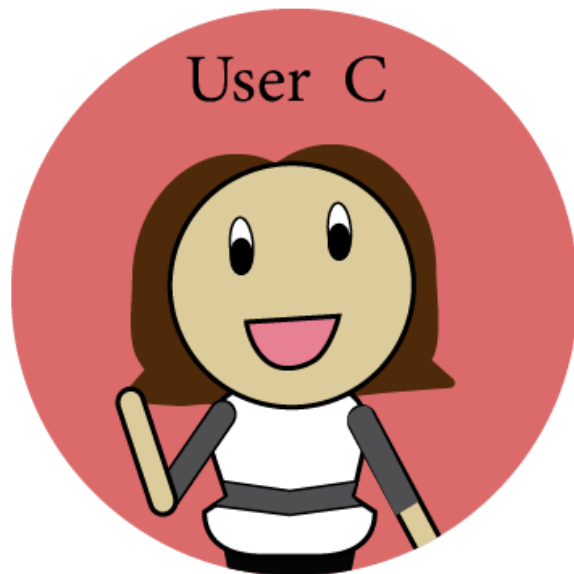
The affinity diagram helped me to organize the information from the interviews. Through it, I was able to determine the biggest pain points for users as well as possible solutions.



“I never read reviews on sites, especially on law sites. They control what goes on there, it’s always going to be the good stuff.”



“There is a lot of recent news on here and I am not quite sure why it is here. The site also doesn’t seem to fit on the page.”



“I didn’t like this site at first because of the color scheme and the layout seemed tacky. However now, it seems easier to use so I think I prefer it over the other site.”



# Council on Adoptable Children

This website redesign focused mainly on changing an old, outdated website to a clean, minimalistic design. It goes through the UX process and focuses on user needs as well as stakeholder needs. The main feature was the simplified navigation and the design update. Using an abbreviated version of the UX process, UI design, and coding process, I came up with a unique, simplified design.

## MY RESPONSIBILITIES

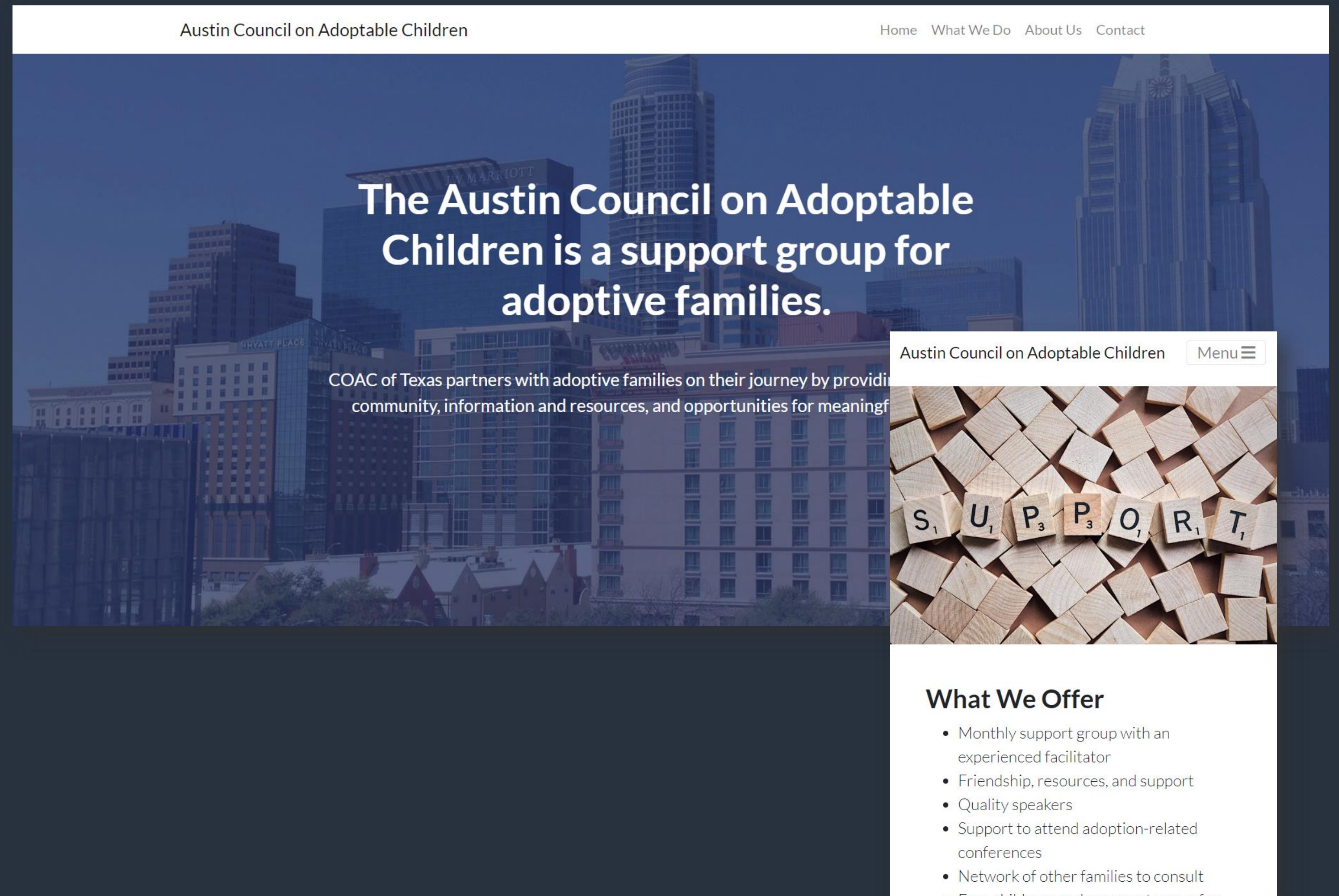
- Information Architecture
- Stakeholder Interviews
- Ethnographic Research
- Demographic research
- User interviews
- Designing mobile and Desktop wireframes
- Checking Designs against the grid system
- Creating Consistency throughout the devices design
- Coding out final website and responsiveness.

## KEY GOALS

- Provide more condensed and updated information
- Make the site more feel more modern and updated
- Make it easier for users to get information.

## SPECIFICS

- 3 week time frame
- Individual project
- Some additional requirements had been given





# COAC Redesign

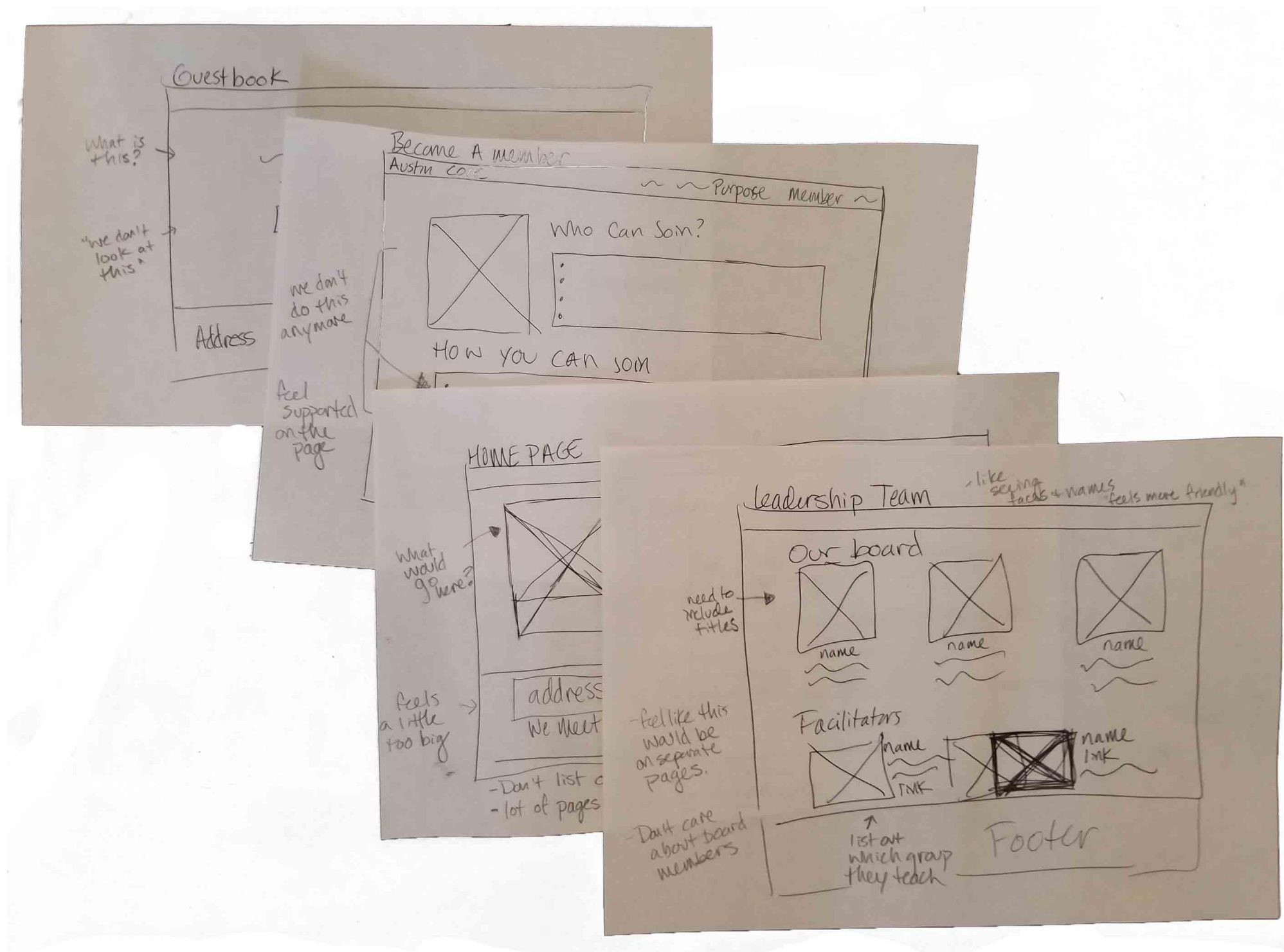
01: Stakeholder and Sketches

02: Site Evaluation

03: Deliverables

## Stakeholder Interviews and Sketches

The first step in my research process was to talk to the primary stakeholder and figure out what she wanted in terms of the redesign (basically start from scratch). Because the user was already defined and I had already completed some ethnographic research, I jumped straight into sketches. I based my designs on the current site but gave them a modern feel.



“The site was made in 2000, all of the information is out of date and it isn’t working for what we want. We want something clean and professional, something that actually attracts parents in need.”

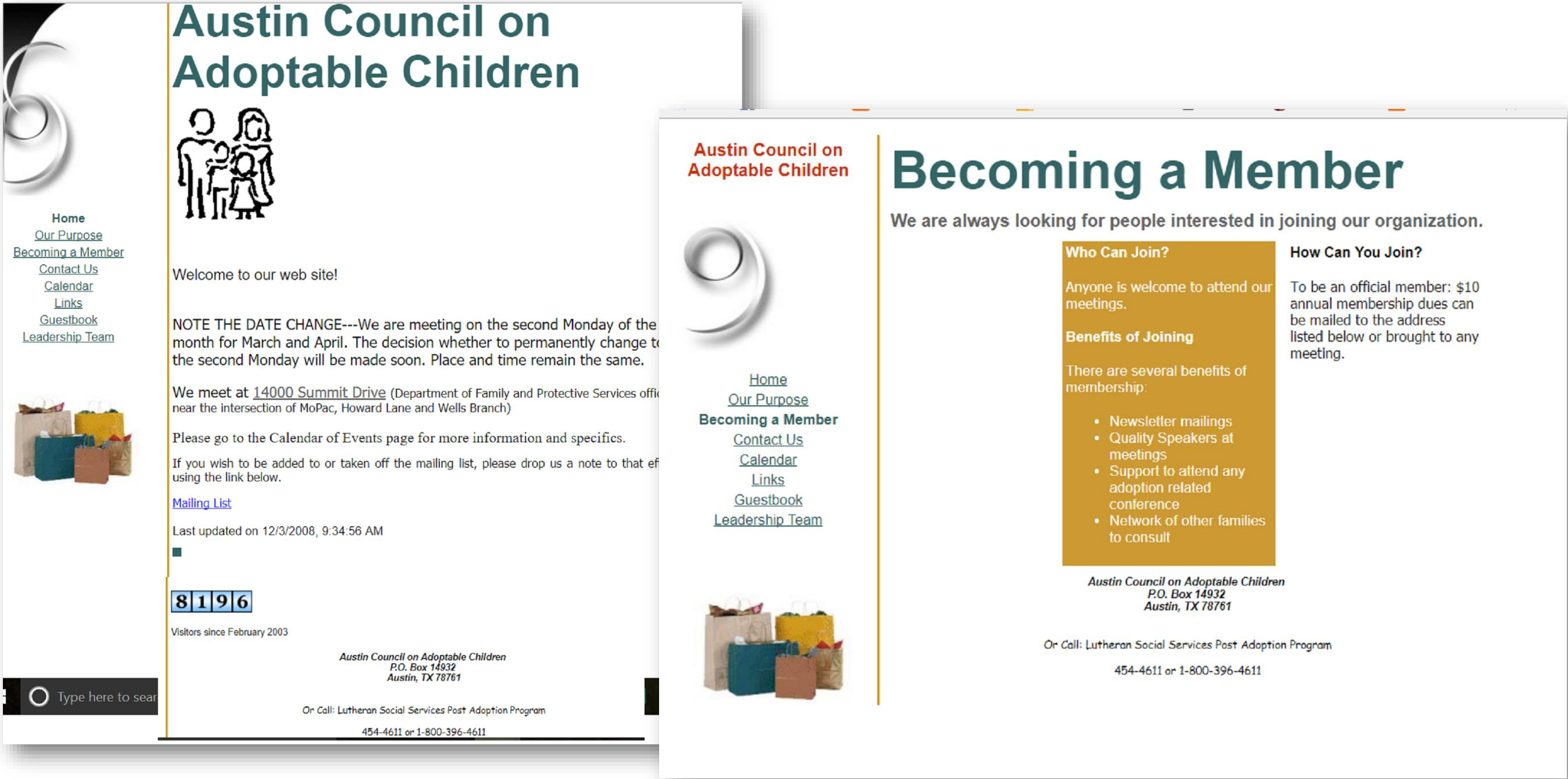
# COAC Redesign

- 01: Stakeholder and Sketches
- 02: Site Evaluation

## 03: Deliverables

### Site Evaluation

After creating the initial sketches and testing them, I discovered that the original site's multiple page layout was a little confusing to the users and not very practical. I decided to go back to the original site and determine which information needed to be included and what could be cut. After running it by the primary stakeholder, I went about determining the best way to present the required information so that it wouldn't confuse or overwhelm users.





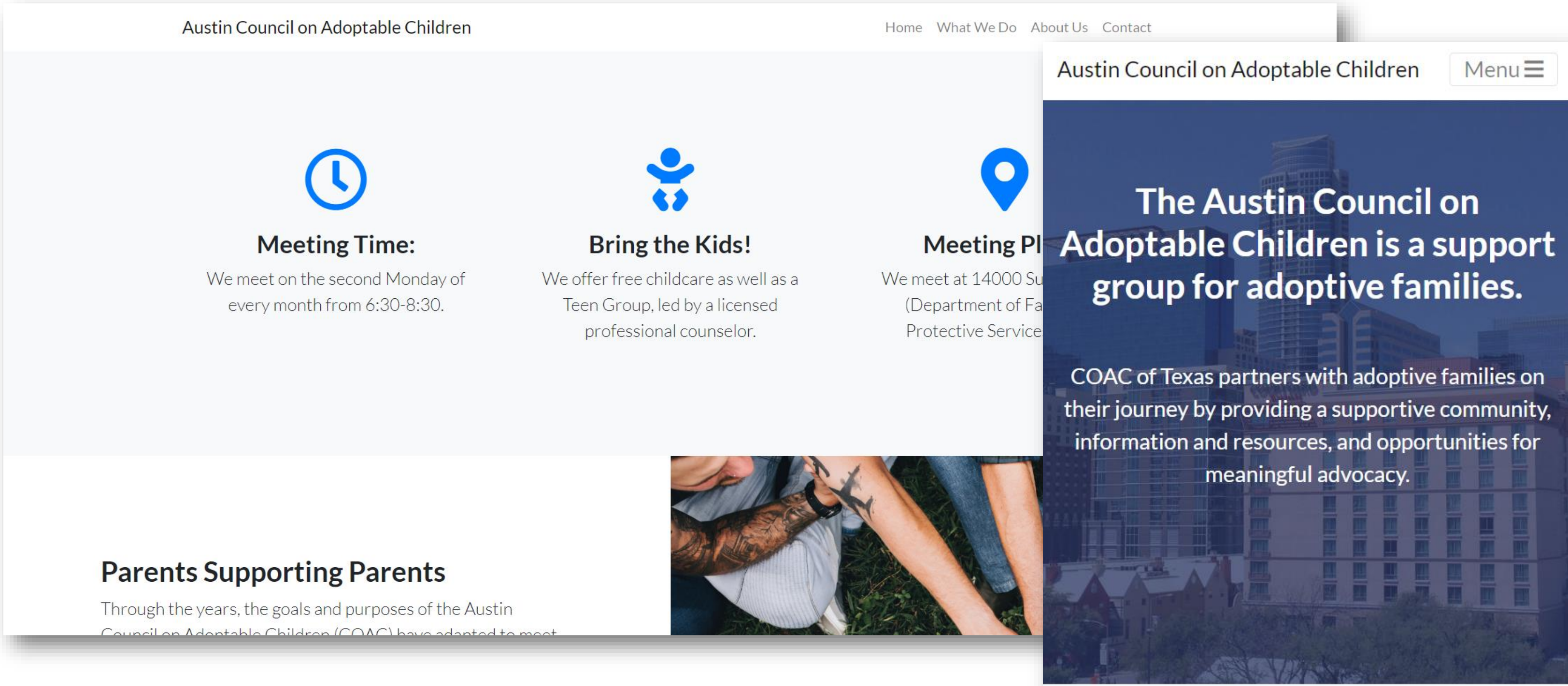
# COAC Redesign

- 01: Stakeholder and Sketches
- 02: Site Evaluation
- 03: Deliverables

## Deliverables

After testing and tweaking the new sketch, I began coding out the new site. The non-profit’s limited budget for this project meant that we were relying fully on my limited experience in coding; therefore, I needed to design some of the features in such a way that I could incorporate them.

[View Live Website](#)



Overall the site was a major success and within a month this small organization had gained three new members. The site did so well that I am currently working on a redesign of the state COAC website.



# CASA SHARE

Through extensive statistical analysis and in-depth interviews, my team and I developed an app that would allow roommates and landlords to communicate and pay bills in a more effective way. We designed the platform so that users could pay bills individually, which would allow other users sharing space with them to avoid any confrontation that might come from missing payments or other bill-sharing conflicts. Although making bill-paying easier was our primary goal, we also incorporated making listing properties easier for the first-time landlords.

## MY RESPONSIBILITIES

- Market Research
- Competitive Analysis
- Color Psychology
- Paper sketches
- High resolution wireframes
- Designing mobile and tablet wireframes
- User Testing
- Creating Consistency throughout the coded project

## KEY GOALS

- Create/code the sign up page for the subscription tea shop
- Make it easier for users to go through this process.

## SPECIFICS

- 3 week time frame
- Individual project
- Some additional requirements had been given

Address

Home Address

Unit/Room #

House Type

Square Footage

Bed	—	3	+
Bath	—	2	+
Parking Spot(s)	—	2	+

NEXT

Amount Due: \$00.00

ROOMMATE #1

Clearly Stated notification that might run a little long # days ago

BILL NAME

Amount: \$500.00

Due Date: 00/00/0000

Request: +3 Day Extention

Note: Malik - My bad man. This move took it out of me. I can cover the bill on Monday when I get paid.

Edit Request

DENY ACCEPT

ROOMMATE #1

Clearly Stated notification that might run a little long # days ago

Home Calendar Inbox Bills Profile

Amount Due: \$00.00

ROOMMATE #1

Clearly Stated notification that might run a little long # days ago

Request Accepted!

Request: +3 Day Extention

ROOMMATE NAME will submit his payment to you 3 days from the original agreed upon date: 00/00/0000

DENY ACCEPT

ROOMMATE #1

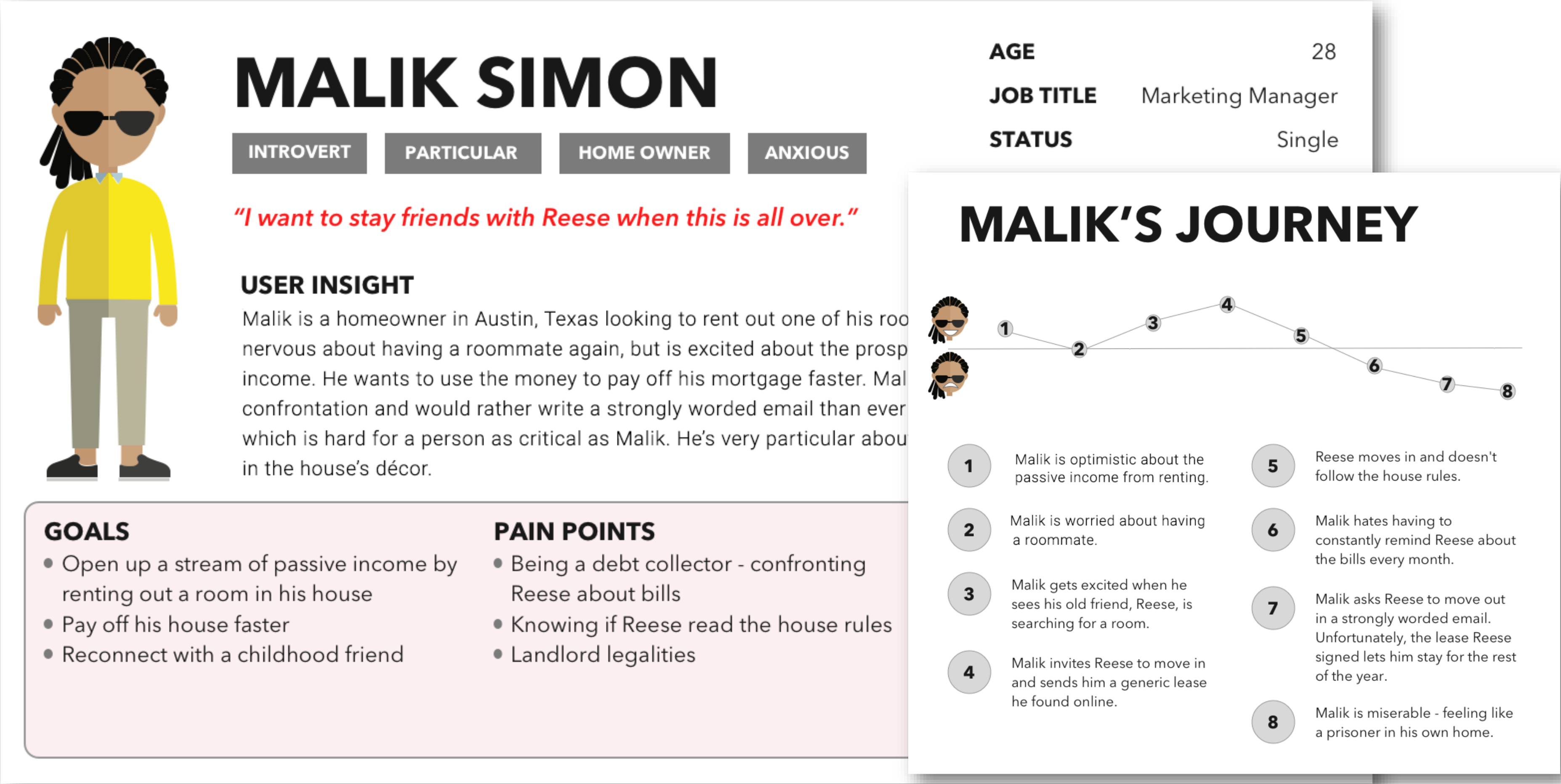
Clearly Stated notification that might run a little long # days ago

Home Calendar Inbox Bills Profile



## User Research

Due to time constraints, we did some brief market research. Through that and our interviews, we created this Persona and Journey map. Our user persona, Malik's, biggest problem was trying to keep his relationship with his roommate secure and professional. He also needed to make sure his new roommate would read the rules of the household, as well as a way to list his place that would be easy to understand.



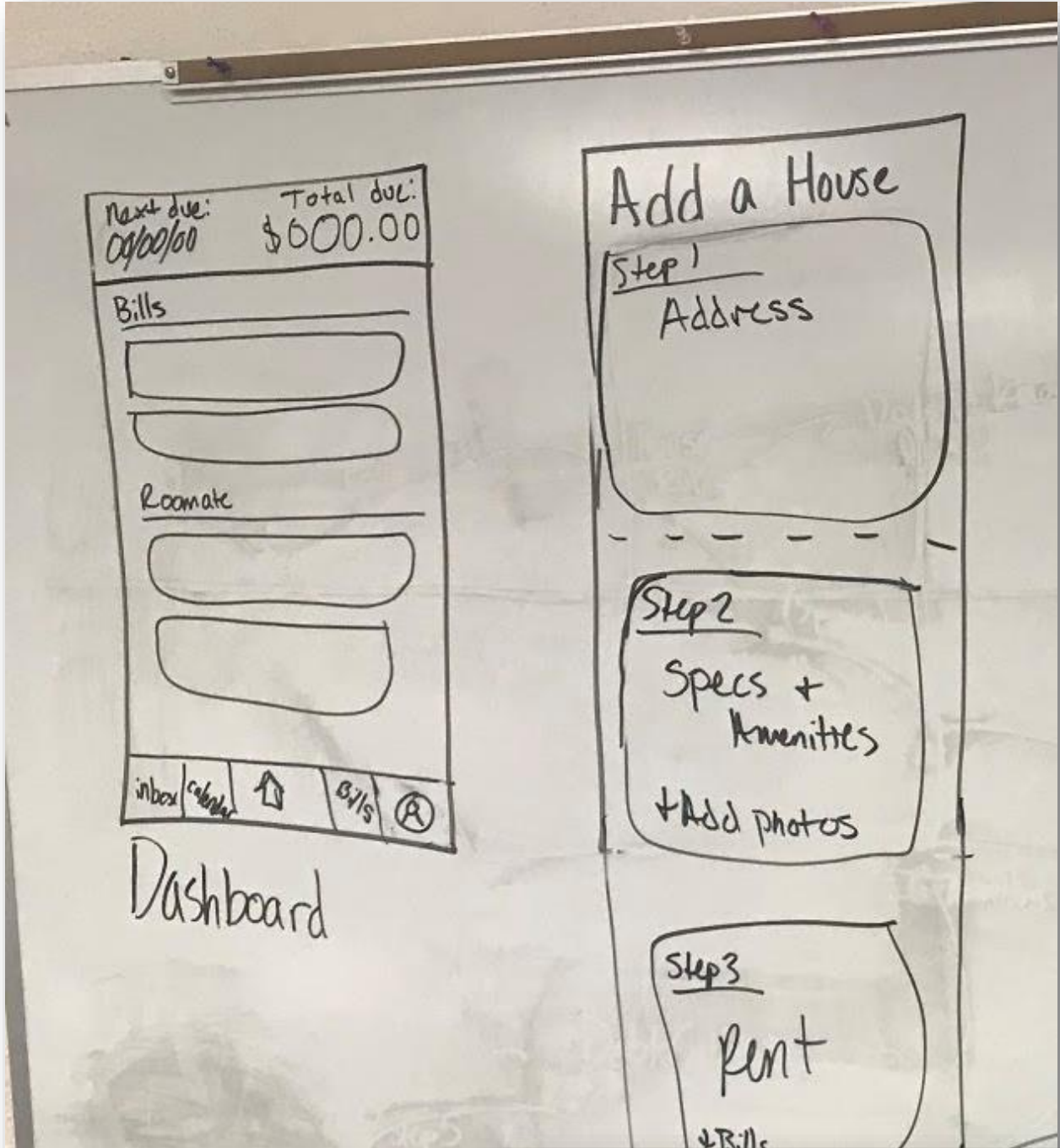


# CasaShare

01: User Research

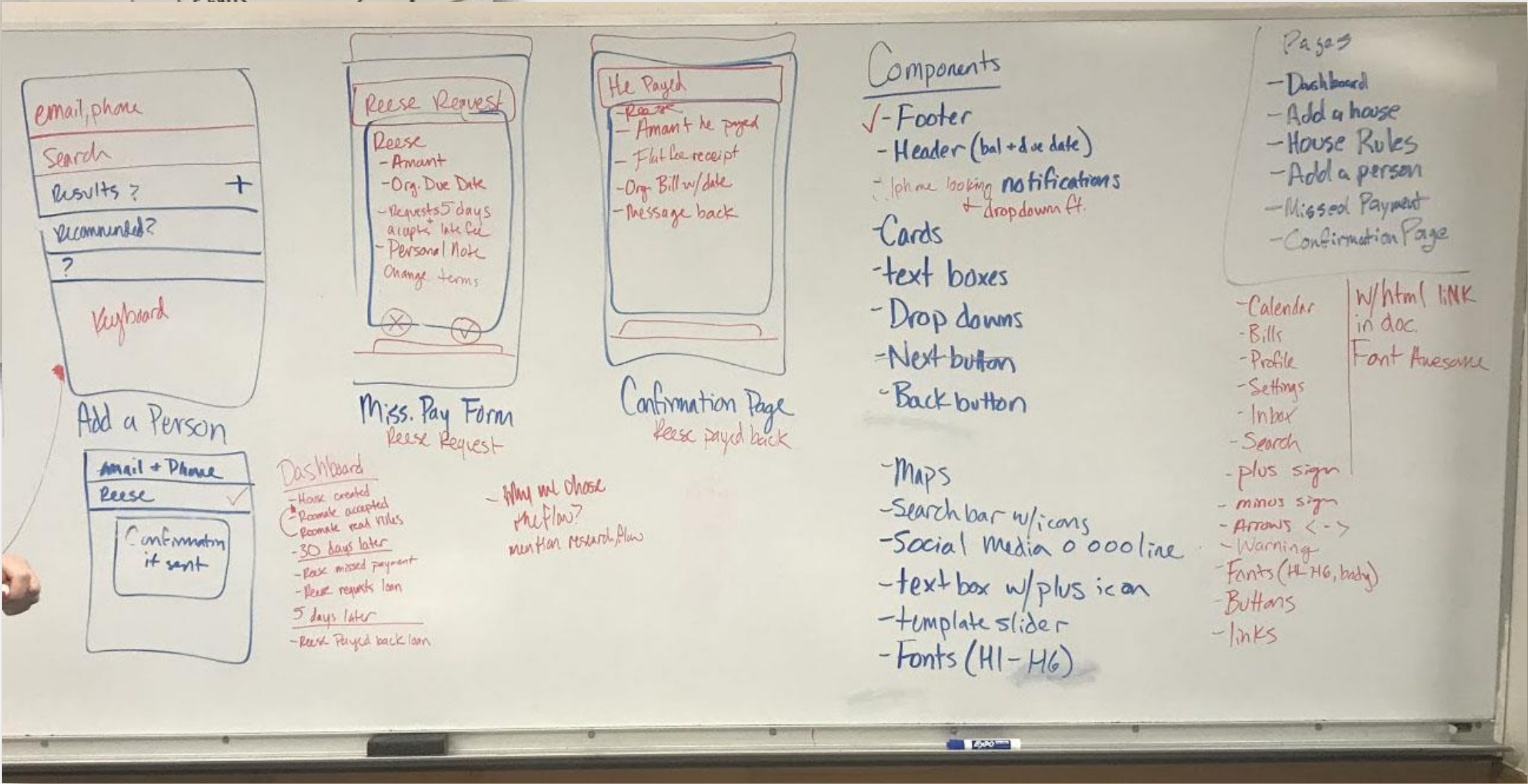
02: Ideation Phase

03: High Resolution Wireframes



## Ideation Phase

Based on of our research, we created the process for adding hMalik’s house to the market, adding his roommate, and a missed payment flow. Our design made it easy to incorporate and complete all of these flows. Our sketches were designed to make the listing process easy. They included a minimalistic, simplified feel and presented the information in chunks with a centralized dashboard.





# CasaShare

01: User Research

02: Ideation Phase

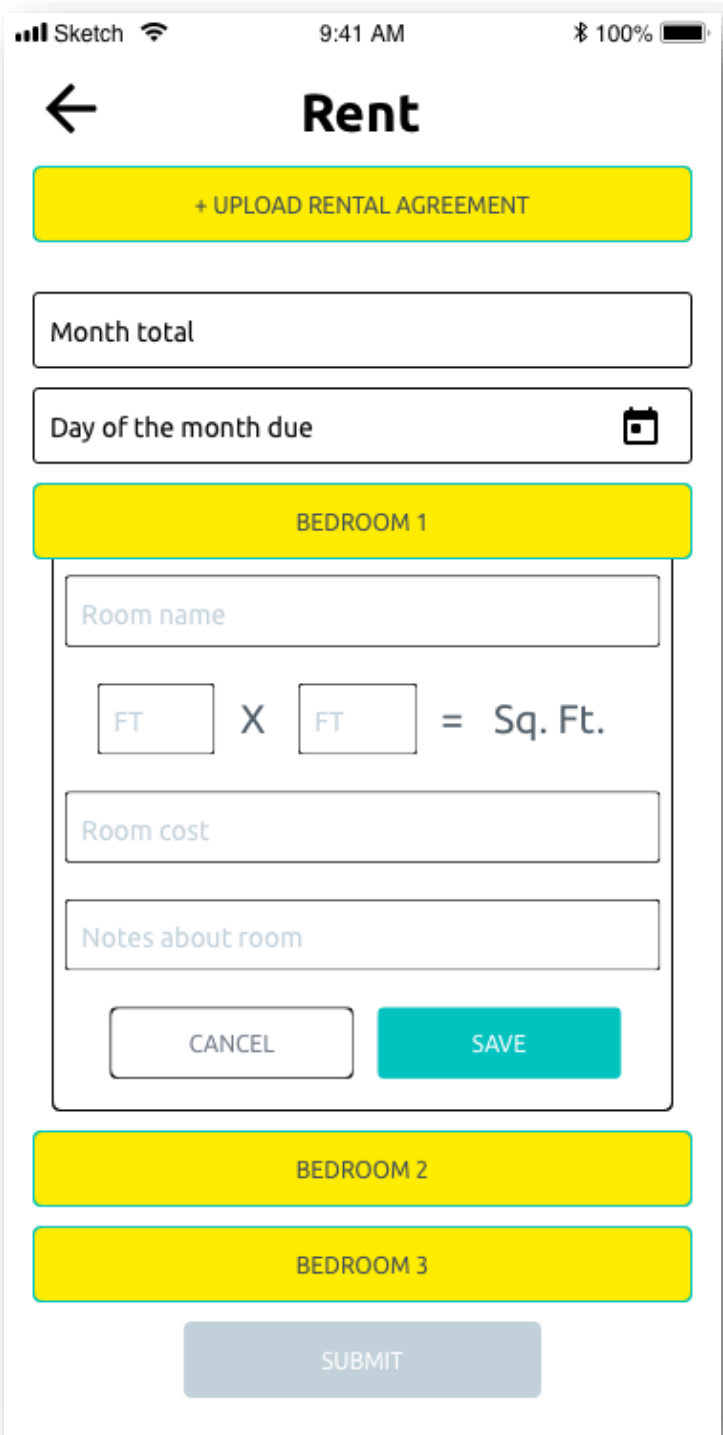
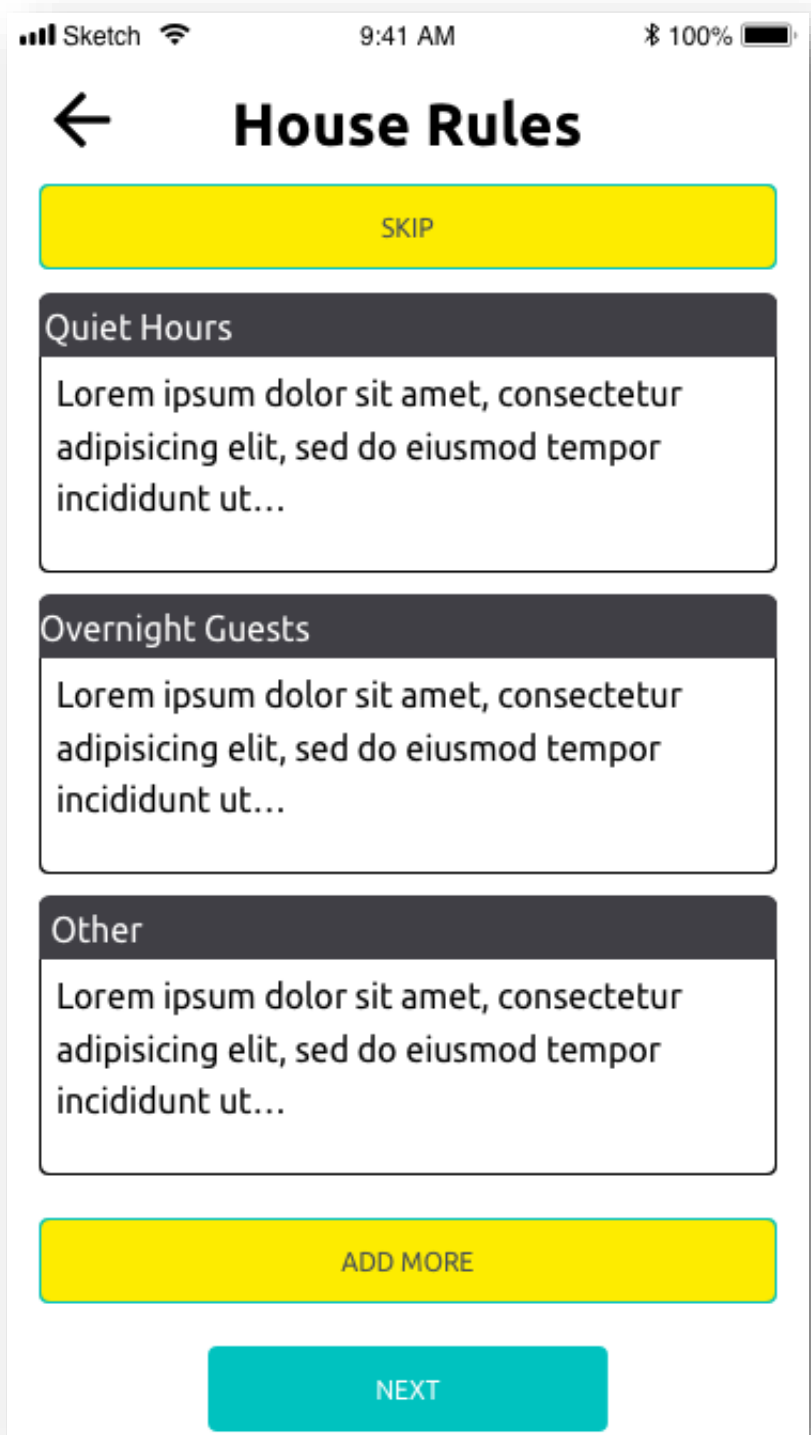
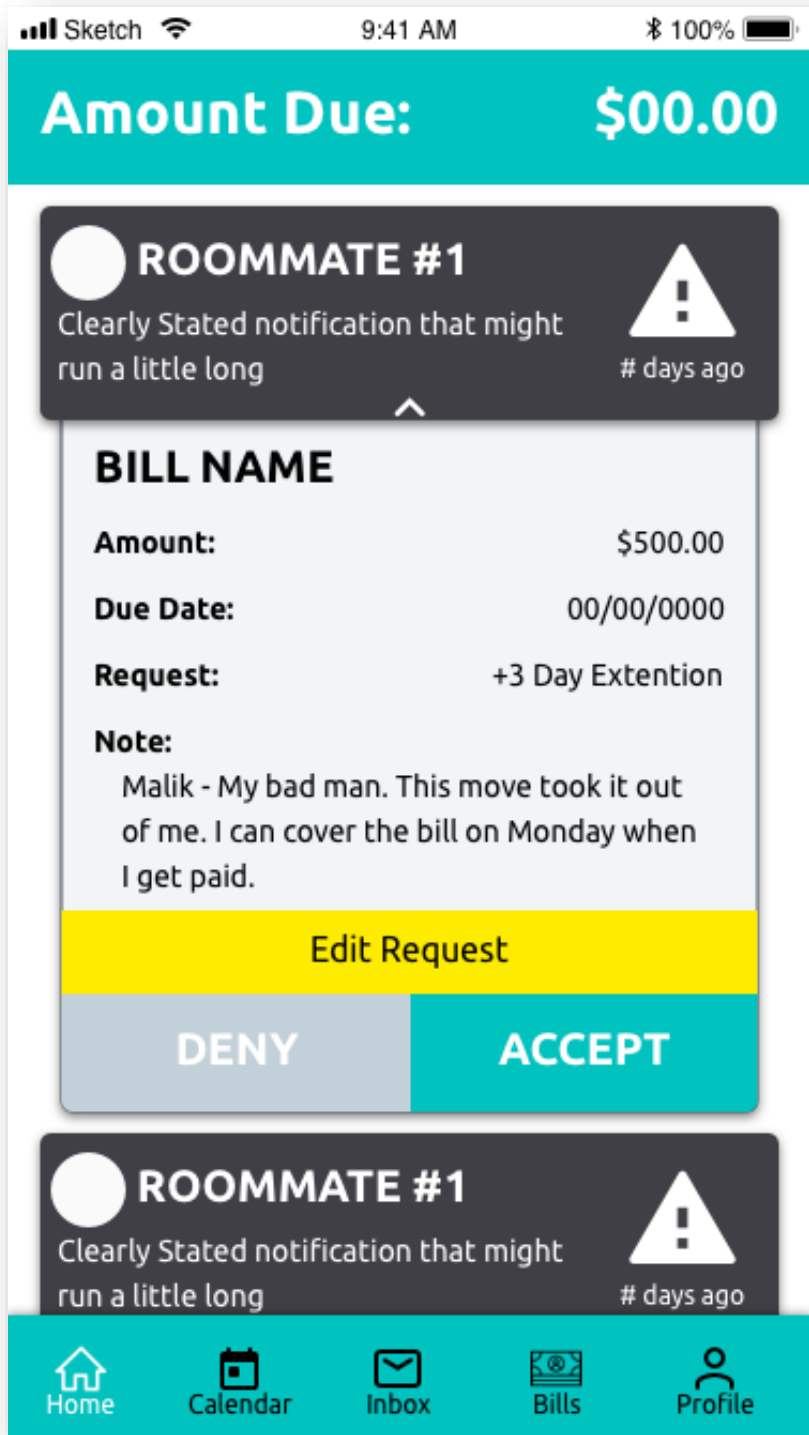
03: High Resolution Wireframes

## High Resolution Wireframes


After some A&B testing on our style guides, as well as some guerilla testing with our paper sketches, the team chose a minimalistic design that made users feel like the process was super simple and easy to understand. We designed this simplified system to make listing easier, make sure the house rules would be read, and come up with an easy way for first-time landlords to determine rent. The main features we wanted to create were a way for renters to be able to pay their own portions of rent directly and a more professional way to handle missed payments.

[View InVision Prototype](#)

[View Github Prototype](#)



# OTHER INFLUENCE & ACTIVITIES

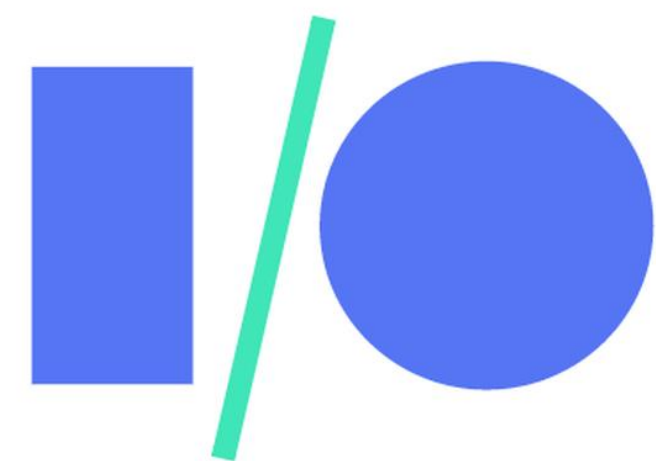


During my career, I've been involved in pro-bono work, volunteer activities, and contributing to the industry with speeches and presentations. Let me show you the highlights of these projects and activities.



# Influences & Activities

## 01: Influences



### Google I/O Event 2018

#### ACTIVITY

Attended Google’s I/O Event in Austin. Including a Keynote presentation and a conversational design workshop.

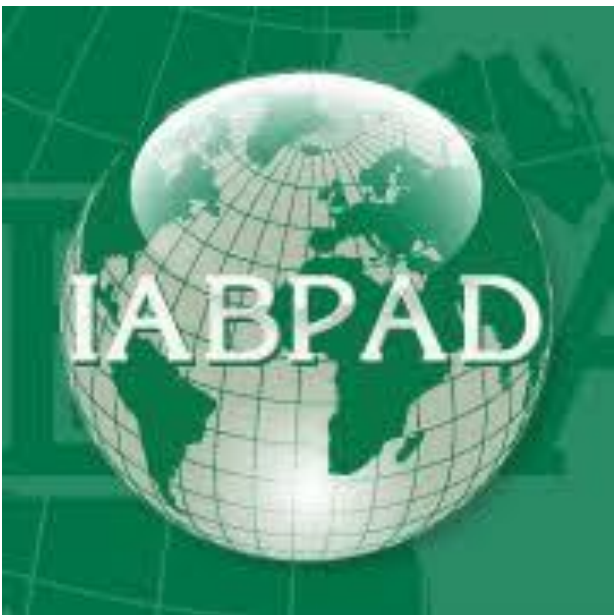


### Knowability AccessU Conference 2019

#### ACTIVITY

Attended the Knowability AccessU conference to learn how to incorporate Accessibility into designs.

## 02: Activities



### IABPAD Conference 2018

#### PRESENTER

Presented senior honors thesis at the International Academy of Business and Public Administration Disciplines Conference.



### Sustainability Conference 2019

#### ACTIVITY

Attended a sustainability conference dedicated to educating designers on more sustainable techniques.

# CasaShare

01: Influences

02: Activities



## ALS Walk Kick Off 2018 and 2019

### VOLUNTEER WORK

Planned and executed the Walk Kick Off party for the ALS Association. Volunteered with the ALS Association doing graphic design work and event planning.



## Amateur Radio Emergency Service

### VOLUNTEER WORK

Created graphics and logos for the ARES Emergency Response Vehicles.



## SXSW Design Conference 2019

### VOLUNTEER WORK

Volunteered at South by Southwest to receive access to the design related presentations. Helped register guest and control access to certain areas of the conference.



# THANKS!

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Thanks for taking the time to look through my work!  
For more information, please feel free to contact me.

## Kailyn Brush

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### MY ONLINE PRESENCE



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<https://twitter.com/klynbrsh>



<https://medium.com/@kailynb3>