

KAITLYN SHENG

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EDUCATION

University of Michigan — B.S. Computational Cognitive Science
Minors: UX Design, Computer Science

2023 - 2027

- **Relevant Coursework:** Human-Computer Interaction, Information Studies, Cognitive Psychology, Language & Human Mind, Human Language & Computers, Web Design, Development, and Accessibility, UX Design

SKILLS

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|----------------------|---|
| • UX/UI DESIGN | Figma, Sketch, Adobe XD, Photoshop, Illustrator |
| • USER RESEARCH | A/B Testing, Heuristic Evaluations, Surveys, Interviews |
| • INTERACTION DESIGN | Wireframing, User Flows, Responsive Design |
| • TECHNICAL | C++, HTML, CSS, JavaScript, Python; <i>basic ML tools</i> (NumPy, PyTorch, Colab) |

WORK EXPERIENCE

UI/UX Design Intern | Keep Tossing Lab – B4 July 2025 – September 2025

- Led user research sessions and synthesized insights into 4 personas, directly shaping the design of an AI coaching assistant.
- Created low- to high-fidelity prototypes in Figma, streamlining coaching workflows and reducing friction in core tasks by 30% during testing.
- Designed interaction flows and interface components that improved usability scores by 25% in early evaluations.
- Documented research insights and design decisions, reducing design iteration time by 20% across the team.

UX Designer | VOID Tech January 2025 – Present

- Improved platform navigation efficiency by 30% through iterative usability testing and data-driven design refinements.
- Increased user retention by 30% by translating research insights into actionable design strategy.
- Delivered high-impact design presentations to cross-functional partners, aligning project goals across design, development, and management teams.
- Defined research-to-design workflows that informed key product decisions for a growing university platform used by 100+ students after launch.

Adobe Student Ambassador | Adobe January 2025 – Present

- Increased Adobe engagement across campus by 10% through strategic social media and event marketing initiatives.
- Collaborated with Adobe's university team and student orgs to tailor outreach strategy, improving brand reach among student creators.
- Produced and analyzed digital content performance metrics to refine creative engagement tactics.

Social Media Manager | University of Michigan Taekwondo Club January 2024 – December 2024

- Increased online engagement by 30% and follower base to 1.3K through content strategy informed by audience analytics.
- Produced viral reels using Adobe Premiere Pro and Canva, strengthening brand visibility and recruitment efforts.

CERTIFICATIONS & AWARDS

- **Building LLM Applications with Prompt Engineering — NVIDIA** July 2025
 - Hands-on training in LLM application design, prompting strategies, and generative AI workflows.
- **UX Design Fundamentals Certificate (University of Michigan/Coursera)** February 2024
 - Built a strong foundation in user research, prototyping, and usability testing, applying methods to academic and project work.
- **1st Place – Michigan Open UX Design Jam – Figma x Michigan Open UX x SoarAway** January 2025
 - Developed wireframes and prototypes in Figma for SoarAway's website that improved navigation usability by 50%, earning first place recognition.

PROJECTS

- [Open Course](#) | Study Group Finder Website | UX Designer | Figma, Figjam
- [M3P](#) | Personal Project Finder Website | UI/UX Designer | Figma