

Kai Solik

UX/UI Designer

New York
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Portfolio | kaisolik.com

Recent UW–Madison grad with a Graphic Design B.A. and CS minor, blending visual design and UX to build intuitive, accessible digital experiences that balance creativity, strategy, and user needs.

Education

Google UX Design Specialization
Google Certification (Coursera)
Remote
2025

**B.S. in Art: Graphic Design
Certificate in Computer Science**
University of Wisconsin–Madison
Madison, WI
2021 – 2025

Skills

UI/UX Design
Interaction Design
Visual Design
Motion Design
Prototyping
User Research
UX Research
User Interviews
Surveys
Usability Testing
Competitive Analysis
Empathy Mapping
Persona Creation
User Journey Mapping
Task Flows
Wireframing
Information Architecture
Design Systems
Accessibility
Responsive Design
Typography
Storytelling
Design Critique
Cross-Functional Collaboration
Design Strategy
Affinity Mapping
Front-End Collaboration

Tools

Figma
Sketch
Illustrator
Photoshop
Indesign
Wix
Framer
Principle

Programming

HTML/CSS
Java
Javascript
React

Experience

Freelance Designer
Oct 2023 – Present

- Designed websites and digital interfaces with a focus on usability and visual hierarchy
- Created brand assets including logos and posters to support cohesive user experiences
- Developed social media content optimized for engagement and user interaction
- Collaborated with clients and university organizations to meet user needs and design goals

UX Research and Design Intern | MarketEQ
Jun 2024 – Aug 2024 | Remote

- Conducted weekly competitor research and analysis to inform design decisions
- Audited prototypes and screens for alignment with best-in-class UX/UI standards
- Created detailed wireframes to enhance usability and user flow
- Developed high-fidelity prototypes to refine interface and interaction design

Student Ambassador/Designer | LOUD Enterprise
Dec 2021 – Dec 2022 | Remote

- Designed T-shirts, hoodies, sweatpants, and logos for university clubs
- Facilitated communication between customers and club executives to complete orders
- Identified potential clients and design opportunities through outreach and engagement

Caterer/Bartender | Fresco at Overture
Dec-2021 – Present | Madison, WI

- * Planned, prepared, and executed food and beverage service for large group events
- * Ensured high-quality presentation and service standards throughout each event
- * Coordinated with kitchen staff to maintain timely and efficient service flow
- * Adapted to dynamic event needs while maintaining professionalism and guest satisfaction

Activities

Vice President | ISCHOOL UX Club
Sep 2022 – May 2025 | Madison, WI

- Served as VP of a weekly UX club focused on design principles, trends, and best practices
- Scaled membership by 200% through branded events and hands-on workshops on mobile UI patterns and Figma best practices.
- Curated and led monthly design sprints, pairing students with real-world briefs (e.g., mobile ordering, reservation flows).

Director of Personal Relations | Delta Tau Delta
Jan 2022 – Jan 2023 | Madison, WI

- * Managed social media to boost recruitment by 200% and expand engagement
- * Created branding for events with graphics, posters, and digital content
- * Designed custom merchandise for recruitment and fraternity events