Kara Tippins

UX researcher & storyteller

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Experience

Junior UX & Communications Specialist

Ripple Effect | July 2020 - May 2021

- Conducted user interviews, stakeholder workshops, and UX evaluations for company SharePoint intranet redesign.
- Created IRS Taxpayer Advocate Service's 2021 Communications Plan, including usability & multilingual recommendations.
- Developed branding standards for the Medicaid & Medicaid Innovation Center.

Independent UX Researcher & Designer

Freelance | April 2020 - Present

- Led user research efforts for redesign of Austin & Elkins website redesign, and led qualitative interviews, surveys, card sorting, and persona creation.
- Designed two mobile apps and three responsive websites using user-centered design processes.

Communications Associate

Partnership for Public Service | June - Nov. 2019

- Wrote UX copy & worked closely with visual designer on Center's website redesign.
- Created & oversaw the Center for Presidential Transition's content strategy including editorial calendar, social media & visual content, events schedule and events prodcast production.

Bloomberg News Fellow

UC Berkeley Graduate School of Journalism | June 2020

- Interviewed sources, analyzed finanicial records, and learned finanical reporting methods from senior reporters.

Newsdesk Intern

The BBC Washington | Sept. 2018 - May 2019

- Researched story backgrounds for radio, television and online editorial teams.
- Monitored, logged and routed breaking news stories to the BBC's London headquarters.

Education

Carnegie Mellon University

Pittsburgh, PA | Graduating Aug. 2022
Masters of Human-Computer Interaction

George Washington University

Washington, DC | May - Oct. 2020
UX/ UI Certificate

Georgetown University

Washington, DC | Graduated in 2019
BA in English Literature
Dual minors in Journalism & German
Cum Laude

Skills

Qualitative Research	Interviewing
Usability Testing	Copywriting
Survey Creation	Editing
Journey Mapping	Branding

Tools

HTML/CSS/ JS	Python
Adobe CC	Figma
InVision	Miro
Google Analytics	SharePoint

Languages

German	English