

KYLA FELDMAN

UI/UX Designer

Contact Information

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925.899.0456

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Education

CareerFoundry

January 2022 - Present

Certificate, UI Design & Frontend

Development

9 month (800+ hours) intensive, mentored, and project-based UI/UX design bootcamp program with a focus in frontend development.

University of Oregon

August 2016 - July 2020

B.A. Advertising & Communications

Program Proficiency

Adobe XD

Adobe Illustrator

Adobe Photoshop

Figma

InVision

Marvel

Klaviyo

Microsoft Office

Shopify

Asana

Slack

Skills

Visual Design

Branding

Mobile UI Design

Web Design

Design Thinking

Wireframing

Prototyping

Interaction Design

UI Animation

User Psychology

UX Research

Information Architecture

Copywriting

eCommerce

HTML

Summary

UI/UX designer skilled at empathizing with people and creating user-centric design solutions. Graphic designer and art director with experience creating visual designs that are data-driven, aesthetically pleasing, and pixel perfect.

Experience

FanWagn

UI/UX Designer (Contract) / August 2022 - Present

- Spearhead the end-to-end experience design process, streamlining user flows and interface design prior to company launch
- Develop a new design system based on brand visual design guidelines
- Design the full website to be scalable between mobile and desktop
- Foster an inclusive design culture within the company, educating the team on design best-practices as well as UX/UI design principles
- Provide digital marketing strategy suggestions

PAY IT FWD Design

Designer (Volunteer, Project-based) / August 2022 - Present

- Project: Video Volunteers
- Manage and create design deliverables such as fundraising pitch decks and wireframes
- Assist in the early stage strategy of a mobile-first communication platform intended to amplify marginalized voices in rural India

CareerFoundry

Student, UI Design / January 2022 - Present

Goal Five

Digital Marketing Assistant / October 2020 - October 2021

- Concepted and designed all creative materials for marketing channels (social media, email, website, paid advertising, etc.)
- Established and maintained consistent design systems and guidelines across all brand-owned channels
- Managed a community of over 15k people on social media, achieved over 50% follower growth in one year through viral and affiliate content
- Facilitated relationships with important stakeholders and professional athlete ambassadors
- Collaborated cross-functionally with both the product design team and the customer service team to gather consumer feedback and ideate solutions to improve upon their brand experience

Digital Marketing Intern / July 2020 - October 2020

- Designed, planned and scheduled content for Facebook, Instagram, LinkedIn, and Twitter
- Maintained community relationships with clients and stakeholders
- Crafted copy for brand-owned channels

Genesys Omnichannel CX Solutions

Corporate Marketing Intern / June 2019 - August 2019