



KYLE MCCARTNEY

UX Portfolio

Helping companies
succeed in
the marketplace
through
effective branding
practices
that build life-loyal
customers.

I AM MORE THAN A DESIGNER

I am tracking to earn two undergraduate degrees from Eastern Washington University by June 2020 – a BA in Business Administration in Marketing and a BDes in Visual Communication Design with a certificate in User Experience Design. On campus, I work as a graphic designer and social media manager. My career goal is to become a leader in brand development and brand management. I want to help companies succeed in the marketplace through effective branding practices that build life-loyal customers.



RATE YOUR SERVER

Project Name Rate Your Server

Project Tagline An easy and fast way to rate your server

Project Summary Create a survey app or website that customers can easily access to rate their servers and potentially get in-store discount and coupons for completing the survey.

Project Timeframe March-April 2019

Responsibilities Lead UX Designer

Platforms Apple ios, Android, and windows

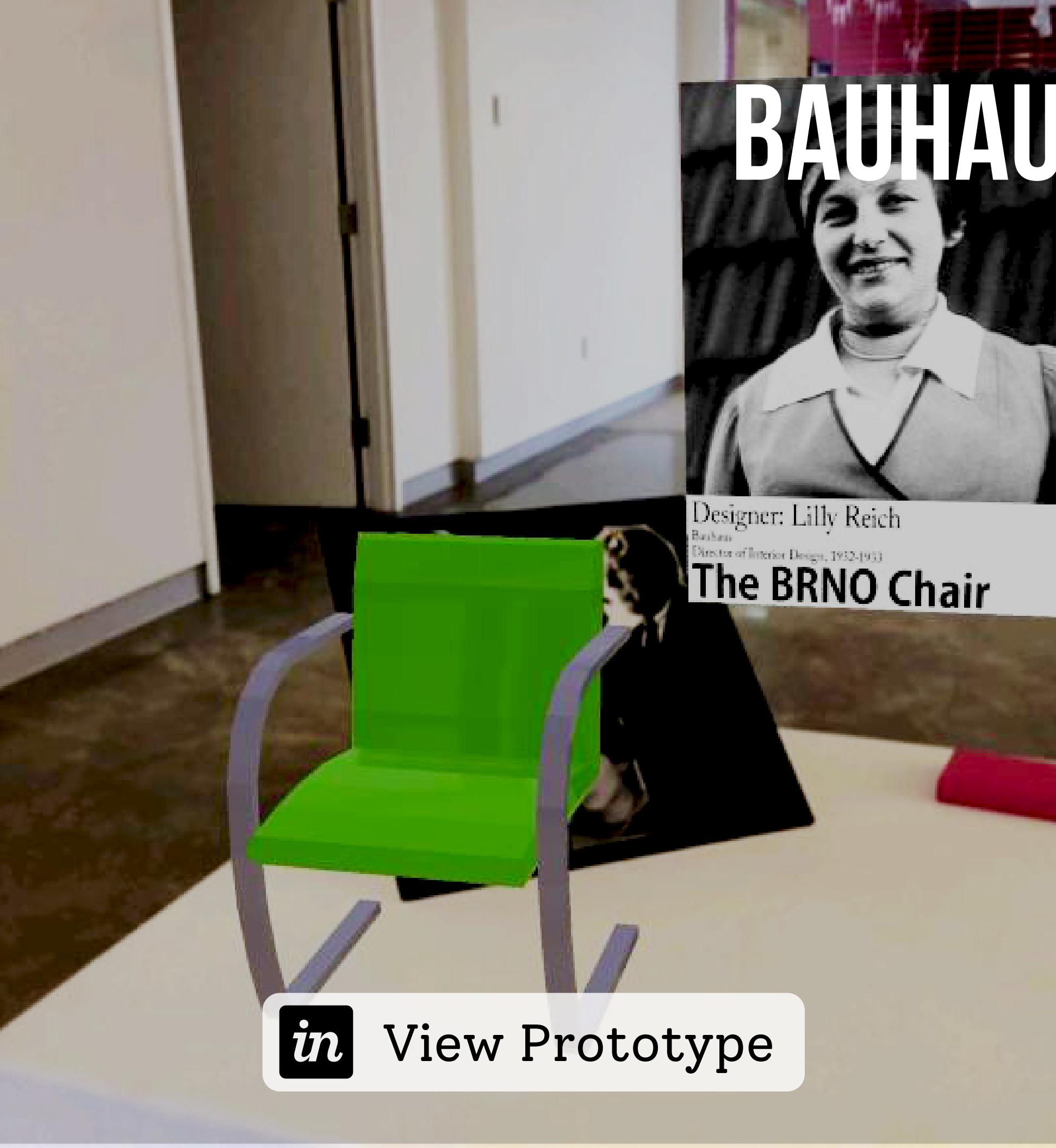
Design Tools illustrator, InVision, and lots of paper.

Performance Metrics Number of completed reviews



[View Prototype](#)

BAUHAUS AR CHAIRS



[View Prototype](#)

Project Name **Bauhaus AR Chairs**

Project Tagline **Look through the eyes of a Bauhaus artist**

Project Summary **Allow users a way to look through the lense of a Bauhaus designer, in which they can see how those designers would visualize normal items like chairs.**

Project Timeframe **September–October 2019**

Responsibilities **UX Designer**

Platforms **Tablet**

Design Tools **InDesign, Zapper**

Performance Metrics **How many scans were made.**

NAME THAT FACE

Project Name Name That Face

Project Tagline Create better relations with your students

Project Summary Create a mobile app that helps teachers and instructors to engage better with their students by learning who they are right away through fun and easy memorization games.

Project Timeframe May–June 2019

Responsibilities Lead UX Designer

Platforms Apple ios, Android, windows and apple watch

Design Tools illustrator, InVision, and lots of paper.

Performance Metrics Based off the responses from teachers about their relations with their students.



[View Prototype](#)