

# RYAN KELTON

856.571.5529 • linkedin.com/in/keltonryan • ryankelton.com • ryankelton@gmail.com

## SUMMARY

Designer with experience in UI/UX design, employee experience innovation, and front-end web development. Seeking a full-time job in UI/UX design, web design, or digital product design. Available to start anytime after May 2024.

## EDUCATION

### M.S., Graphic Information Technology

August 2024

Arizona State University, Tempe, AZ

4.0 GPA

**Relevant Coursework:** Usability/User Experience; Interaction Design, Planning & Implementation

**Certifications:** IRB - Social and Behavioral Research (Group 2), CITI Program, 2024-2028, Credential ID 61885650

### B.S., Graphic Information Technology

Dec 2022

Arizona State University, Tempe, AZ

4.0 GPA

**Focus:** Front-End Web Design and Development

## TECHNICAL SKILLS

**Design Skills:** Design principles, design thinking, information architecture, interface and interaction design

**Design Tools:** Adobe Creative Cloud, Figma, Microsoft Office, Google Workspace, Miro, Artificial Intelligence

**Web Development:** HTML 5, CSS, JavaScript, GitHub, Visual Studio Code, Squarespace, Wix

## PROFESSIONAL EXPERIENCE

### UI/UX Design Intern, Demystifyd, Remote

Jan 2024 — Present

- Designed the user interface and experience for a complex and interactive web application with over 9 features, using Adobe XD, Figma, and Google Workspace to successfully prototype, test, and handoff the design to development
- Redesigned the company website, using Wix to communicate the value proposition of Demystifyd's chief product
- Created marketing materials for Demystifyd, using Adobe Illustrator and After Effects to create motion graphics and digital flyers for social media which resulted in a successful customer engagement and advertisement campaign

### Graphic Designer, Freelance, Medford, NJ

May 2022 — Present

- Built a website for a local church to address 3 user pain points identified through research, using Google Docs to document findings and Figma to prototype and test solutions which resulted in a usable information architecture
- Designed a website for an author to improve interface and interaction design, using Adobe Xd to create and revise prototypes and launched the site with Squarespace which resulted in client satisfaction
- Created a logo for a golf instructor to establish brand identity, using Illustrator, InDesign, Photoshop and an iterative design process which resulted in over 20 optimized files for print and digital use for a variety of touchpoints

### Strategic Innovation Fellow, Starbucks, Remote

Sep 2023 — Dec 2023

- Designed over 5 user flow diagrams to visualize and test potential features and use cases for a mobile application, using design thinking, Figma, Miro and artificial intelligence which resulted in informative conversations with users
- Lead 2 iterative feedback sessions with 8 participants to identify user needs which could be rapidly addressed, using Miro and Microsoft Teams to virtually conduct research sessions which resulted in actionable data to inform app development
- Directed the creation of an innovative strategy to help 16 non-retail employees empathize with the retail employee experience, using Word, Excel, research techniques and ideation which resulted in a usable and user-centric strategy

## ACADEMIC PROJECTS

### Portfolio Website Design & Development

Sep 2022 — Dec 2022

- Developed a responsive and mobile-first portfolio website to showcase 4-6 design projects, using HTML 5, CSS, JavaScript, GitHub, and Figma which resulted in an overall quality score of 95% from the Google Lighthouse evaluation

## OTHER WORK EXPERIENCE

### Barista Trainer, Starbucks, Medford, NJ (20-30 hours/week)

Aug 2018 — Present