RYAN KELTON

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SUMMARY

Graduate student studying user experience and web design with internship experience in employee-centered strategic innovation. Seeking an internship or entry-level job in UX/UI and web design. Available to start anytime.

EDUCATION

M.S., Graphic Information Technology   July 2024
Arizona State University, Tempe, AZ   4.0 GPA
Relevant Coursework: Usability/User Experience; Interaction Design, Planning & Implementation

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: Research, Information Architecture, Prototyping, Interaction and Visual Design
Design Tools: Adobe Creative Cloud, Figma, Microsoft Office, Google Workspace, Miro, Artificial Intelligence
Web Development: HTML 5, CSS, JavaScript, GitHub, Squarespace

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer, Medford, NJ   May 2022 — Present
- Built a website for a local church to address 3 critical user pain points identified through research, using Figma to prototype and test solutions and Squarespace to develop the site which resulted in a usable information architecture
- Designed a website for an author to improve visual and interaction design, using Adobe Xd to create and revise prototypes and Squarespace to launch the site 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

Starbucks, Seattle, WA: Strategic Innovation/Solution Design Fellow   Sep 2023 — Dec 2023
- Designed an interactive prototype and 4 user flows to communicate potential features and use cases for a mobile application, using Figma, Miro and artificial intelligence which resulted in informative conversations with potential 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 a strategy to help 16 non-retail employees empathize with the retail employee experience, using Word, Excel, research techniques and divergent and convergent ideation which resulted in a usable 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

Suzanne Collins Website Design: Usability   Sep 2021 — Dec 2021
- Collaborated with 4 team members to re-design an author's website, using Google Docs and Excel to conduct research and a usability test, and used Adobe Xd to prototype solutions to pain points which resulted in a high scoring grade

OTHER WORK EXPERIENCE

Starbucks, Medford, NJ: Barista Trainer (20-30 hours/week)   Aug 2018 — Present
- Trained 9 new employees on beverage, food, and customer service standards to prepare new baristas for work duties, using communication and teaching skills which resulted in well-trained employees and management approval
- Awards & Certifications: Coffee Master, Barista Trainer, 2x Employee of the Quarter