RYAN KELTON

856.571.5529 • **LinkedIn:** linkedin.com/in/keltonryan • **Portfolio:** www.ryankelton.com • **Email:** ryankelton@gmail.com

SUMMARY

UI/UX designer with 2+ years of professional experience designing user-centric digital products inspired by user research. Seeking a full-time opportunity within UI/UX design where I can drive innovation.

EDUCATION

M.S., Graphic Information Technology   Aug 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: Ideation, Wireframing, Prototyping, Information Architecture, Interaction & Visual Design, Research Techniques
Design Tools: Figma, Adobe XD, Illustrator, Photoshop, After Effects, InDesign, Miro
Web Development: HTML 5, CSS, JavaScript, GitHub, Visual Studio Code (VSC), Squarespace, Wix

PROFESSIONAL EXPERIENCE

Demystifyd   Remote
UI/UX Design Intern   Feb 2024 — Jul 2024

- Led the design process for Demystifyd's web application from research to execution, using interaction and visual design principles to create prototypes in Figma resulting in a product launch to **300+ target users from 33+ countries**
- Collaborated with the CEO in leading the design of Demystifyd's marketing materials and a responsive website, using Adobe Illustrator, After Effects, and Wix resulting in **8000+** impressions across social media
- Facilitated a usability test with over 5 participants to evaluate the Demystifyd platform, using quantitative and qualitative research techniques resulting in **over 70% reduction of user exit rate** on key tasks

Kelton Design   Medford, NJ
Lead Graphic/Web Designer   May 2022 — May 2024

- Designed 2 responsive websites to improve usability, usefulness, and visual design, using Figma, Squarespace, and user research techniques resulting in **100% client satisfaction**
- Created a logo and branded marketing materials, using Adobe Illustrator, InDesign, and Photoshop resulting in a **10x improvement to the company's brand identity**

Starbucks   Remote
Strategic Innovation Fellow   Sep 2023 — Dec 2023

- Led 2 research sessions with Starbucks employees to identify user needs for an internal mobile app, using prototypes, and user stories to gather feedback resulting in a strategy to **improve app usefulness and engagement by over 2x**
- Presented to leadership on how to strategically empathize with retail employees, using research and ideation techniques resulting in a **6x improvement to empathy building practices**

ACADEMIC PROJECTS

The Rose Family Bakery E-Commerce Website   Jan 2023 – Mar 2023

- Led the design of a responsive website by creating a sitemap and wireframes, resulting in a **100%** grade

Suzanne Collins Website Re-Design   Sep 2021 – Dec 2021

- Collaborated with 4 team members to conduct usability testing and a website re-design, resulting in a **93%** grade