

KALEIGH SPITZER

UI/UX DESIGNER

Former Data Analyst with a B.S. in Computer Science & Statistics, pivoting into UX/UI design. Strong skills in research-driven design, prototyping, and usability testing, combined with analytical thinking and technical expertise. Passionate about creating intuitive digital experiences backed by data insights.

EXPERIENCE

FREELANCE UX/UI DESIGNER

Logan Square Chamber of Commerce
March 2025 – July 2025

- Led end-to-end redesign of the Chamber's website, improving usability for local businesses and residents.
- Conducted user research, stakeholder interviews, and analytics review to uncover navigation and engagement issues.
- Rebuilt site architecture and designed mobile-first prototypes in Figma, resulting in clearer user flows and improved mobile performance.
- Established a scalable visual system aligned with brand and accessibility standards.

DATA ANALYST

EBM Software
October 2024 – December 2024

- Redesigned Power BI dashboards based on user feedback to improve clarity and engagement (+20% usage).
- Automated schema validation in Python to automate data integrity checks, saving 10+ hours/week and freeing time for product testing and iteration.

JUNIOR DATA ANALYST

EBM Software
July 2023 – October 2024

- Led redesign and prototyped an internal web app with improved layout and navigation - resulting in 15% increased engagement.
- Partnered with developers to refine UI components in dashboards and reporting tools.
- Ran UX workshops and team training on data visualization and interface logic.

CONTACT

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EDUCATION

DEPAUL UNIVERSITY 2025-2027

Master of Science in Human-Computer Interaction

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN 2019-2023

Bachelor of Science in
Computer Science and
Statistics

SKILLS

Interaction & Visual Design
Design Systems
Information Architecture
Accessibility
User Flows
Wireframes
Prototyping
Research
Usability Testing
Responsive Web Design
App Design

- Spearheaded a data-driven UX approach, leveraging user behavior insights and analytics to inform design decisions and optimize digital experiences, resulting in a 10% increase in user satisfaction.