Details

Portland, United States
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Kelsey White, UX Designer

Experienced UX Designer with a passion for identifying roadblocks and finding solutions. Skilled at collaborating with multiple teams and managing multiple projects at once, as well as establishing new user first practices where none had existed before.

Employment History

UX Developer at LeadVenture, Portland

March 2020 — Present

- Worked on an Agile development team and utilized Jira to manage various projects from multiple product teams and stakeholders
- Defined and created client facing data visualizations for marketing reports
- Created a team wide style guide including HTML and CSS
- Performed user research to iterate on existing projects and ensure teams were delivering the best possible user experiences

Project Coordinator & UX Strategist at LeadVenture, Portland

May 2018 — March 2020

- Performed market and competitor research, conducted user interviews, and worked closely with developers to design web based solutions that created more efficient internal workflows.
- Managed various projects for the Marketing Department to determine scope and prioritize work as needed.

SEO Specialist at DealerSpike, Portland

September 2017 — May 2018

- Managed 30+ SEO campaigns for clients, performed monthly research and data analysis to create and adjust campaigns as needed for success, wrote optimized on site content, communicated with clients to provide insight and collaborate on strategies.

Education

Career Foundry

2017

Involved designing a task management app from concept to final interactive prototype through usability testing, competitor analysis, style guide/branding, and best UX practices.

B.A. Psychology, Northwestern College of Iowa, Orange City, IA

2015

Skills

Wireframing

User Research

HTML & CSS

Figma