

# Kelly McCabe

SR. UX RESEARCHER/DESIGNER

m: (636) 579-1658

e: [kellykmccabe@gmail.com](mailto:kellykmccabe@gmail.com)

w: [kellykmccabe.com](http://kellykmccabe.com)

l: [linkedin.com/in/kellykmccabe/](https://linkedin.com/in/kellykmccabe/)

## EXPERIENCE

### Highland Ag Solutions

Sr. UX Researcher/  
Designer  
Sept 2022 - May 2024

- Led all design in the production environment, collaborating with cross-functional teams. Created and scaled design assets from sketches and concepts to high-fidelity wireframes, prototypes, and final annotated deliverables for desktop and mobile designs.
- Led all research, design and deployment for the Compliance Tracker, simplifying compliance and regulatory management, resulting in a **75% reduction in audit time and an 87% decrease in non-compliance issues.**
- Analyzed user behavior in Highland Hub, identifying the need for a self-service knowledge base. Launched the Knowledge Hub, empowering global users for independent issue resolution and **relieving the Account Management team's workload by 10%.**
- Advanced the research and insights practice through mixed method research methodologies for enterprise applications, including ethnographic studies, data analytics, user interviews, usability testing, users personas, journey maps and surveys.
- Applied generative research methodologies to investigate products, involving a diverse range of participants, synthesizing data and insights to inform strategic decisions and future-state ecosystem designs.

Sr. UX Architect  
Nov 2021 - Sept 2022

- Implemented UX methodologies company-wide at Highland, boosting internal support and user satisfaction, using data and insights to inform a strategic approach.
- Provided a deep understanding of the target market and developed proof-of-concept and minimum viable product tools to visualize complex topics simply and effectively.
- Orchestrated successful product enhancements by leveraging prototypes, user testing, design systems, and collaborative efforts to elevate the user experience in alignment with business objectives and technical constraints.

UX Architect (Contract)  
June 2021 - Nov 2021

- Led a comprehensive product redesign for CropIQ, conducting user research to prioritize updates, and launched iterative releases in an agile environment.
- Led all aspects of the research to integrate new features, evolving with user needs.

### Ashley Furniture

UX Architect  
Oct 2020 - Nov 2021

- **Increased email capture rate by 4%** through redesigning and A/B testing a new email capture bar on the Ashley homepage.
- Addressed challenges and devised solutions for the checkout flow, Finance department, and internal SWAT team for Ashleyfurniture.com.
- Collaborated with cross-functional teams, including customer service, operations, product managers, marketing, finance, business analysts, and developers.
- Ensured a cohesive look and feel across various Ashley pages, including checkout flow, online return flow, home page, FAQ page, and category landing pages.

# Kelly McCabe

SR. UX RESEARCHER/DESIGNER

m: (636) 579-1658

e: [kellykmccabe@gmail.com](mailto:kellykmccabe@gmail.com)

w: [kellykmccabe.com](http://kellykmccabe.com)

l: [linkedin.com/in/kellykmccabe/](https://linkedin.com/in/kellykmccabe/)

## EXPERIENCE

### KMc Design Studio

UX Research & Design  
(Freelance)

Jan 2019 - Oct 2020

- Owned end-to-end design process, managing ideation to high-fidelity designs, incorporating user research, journey maps, personas, storyboarding, site maps, information architecture, and wireframes.
- Expedited iteration through rapid prototyping and usability tests.

### APG Office Furnishings

CX Manager

Aug 2018 - Oct 2019

- Partnered with Herman Miller's Digital Innovation team to create a proof of concept for an immersive digital showroom experience, employing thorough user research and developing wireframes, sitemaps, user flows, and customer journey maps.

- Utilized customer feedback identifying areas to optimize touchpoints and enhance the overall customer journey in the dealer showroom, and on the APG website.

- Established best practices, user guides, diagrams, journey maps, and workflows to enhance the overall customer experience (CX) program.

Account Manager

Apr 2017 - Aug 2018

- Teamed up with the interior design team to implement a human-centered design approach tailored to meet clients' needs in the Built Environment.

- Gathered thorough research insights through ethnographic observations, interviews, and attending client focus groups, ensuring design solutions aligned with their requirements.

### Abshers Professional Painting

Design & Marketing

Jan 2016 - Sept 2016

- Synthesized research insights to design wireframes, user flows, and visually appealing web content for the new company website. Covering tasks like information architecture, sitemaps, user research, photography, copywriting, and SEO implementation.

- Led comprehensive market research through surveys, questionnaires, on-site visits, and interviews to collect valuable data for tracking insights and facilitating continuous improvement in decision-making processes.

## EDUCATION

### M.F.A. Interior Design

Savannah College of Art & Design

### B.A. Communications

University of Louisville

### A.A.S. Interior Design

St. Louis Community College

## SOFTWARE

### Research

Google Surveys  
Survey Sparrow  
Crazy Egg  
Google Analytics  
Enjoy HQ  
Microsoft 365

### Design

Axure RP  
Figma  
Adobe Creative Suite

## RESEARCH METHODS

Customer Feedback Loops  
User Interviews  
Contextual Inquiry  
Wireframing  
Usability Testing  
A/B Testing  
Competitive Analysis  
Service Design  
MoSCoW/Feature Prioritization  
Qualitative and Quantitative Research  
Persona Creation  
Process / Journey Mapping  
User Interface Design