

KELLY McCABE

[UX & PRODUCT DESIGN]

<http://kellykmcabe.com>

[linkedin.com/in/kellykmcabe/](https://www.linkedin.com/in/kellykmcabe/)

SKILLS

PROTOTYPING

Adobe Creative Suite
Sketch + InVision Studio
Keynote
Balsamiq

UX METHODS

Personas
Site Mapping
Sketching
Storyboarding
Wireframes
Prototyping
High-Fidelity Mockups
Human-Centered Design
Project Management
Interaction Flow Map

RESEARCH

Interview
Contextual Research
Affinity Diagram
Usability Testing
Survey Synthesis

EDUCATION

SAVANNAH COLLEGE OF ART & DESIGN

Master of Fine Arts in Interior Design

ST. LOUIS COMMUNITY COLLEGE

Associate in Applied Sciences in
Interior Design

UNIVERSITY OF LOUISVILLE

Bachelor of Arts in Communication

EXPERIENCE

FREELANCE DESIGNER

UX DESIGN/RESEARCH, WEB DESIGN & MARKETING // JANUARY 2019–PRESENT

- Own the design process from early ideation through high-fidelity designs via user research & synthesis, design strategy by developing personas, storyboarding, site maps, information architecture, wireframes & low to high-fidelity prototyping.
- Apply a mix of quantitative and qualitative user research techniques to gain greater empathy for the needs of users. Then define & execute those research findings into the service or product design.
- Implement interactive design best practices through experience design, user interface design, usability testing for mobile & web platforms.
- Create complete rebranding package design & production of print & interactive media.
- Clients: GK Law, Zelinka Glass & Great Lakes Material Handling
- Technologies used: Adobe Creative Suites (XD, InDesign, Illustrator & Photoshop), InVision Studio, Balsamiq, Keynote & Sketch

APG OFFICE FURNISHINGS

CX MANAGER // AUGUST 2018–OCTOBER 2019

- Collaborated with the Herman Miller UX team to create an immersive digital showroom experience. Including conducted research, created wireframes, sitemaps, userflows and web design within brand standards.
- Worked within brand & style guidelines for all transactional content, promotions & events, maintained showroom protocol, planned & coordinated all customer experience meetings & presentations.

ACCOUNT MANAGER // APRIL 2017–AUGUST 2018

- Collaborated with multidisciplinary teams, grew & maintained client relationships, conducted project meetings, prepared quotes, specs, RFP proposals & deliverables.

ABSHERS PROFESSIONAL PAINTING & REINEKE DECORATING CENTER INTERIOR DESIGN & MARKETING // JANUARY 2015–OCTOBER 2016

- Marketing: Rebranded, created & maintained all marketing materials.
- Created wireframes, sitemaps, userflows and web design to create the new website.
- Including but not limited to: all photography, editing, copy & SEO.
- Updated, pushed and maintained all social media profiles and marketing campaigns on Instagram, Facebook & local media.
- Interior design: Color consultations, design, furniture layouts, project management, order placement & procurement, field measurements & priced out quotes.

SAVANNAH COLLEGE OF ART & DESIGN

PROJECT MANAGER // FEBRUARY 2014–JULY 2014

- Collaborated with local artists, project managed events, special projects & renovations & maintained brand consistency.

EVENT COORDINATOR // AUGUST 2012–FEBRUARY 2014

- Negotiated contracts, designed event décor, managed all personnel, configured all layouts, collaborated with local artists & proposed budgets.

CERTIFICATIONS & LICENSES

GENERAL ASSEMBLY - USER EXPERIENCE CIRCUIT // FEBRUARY 2019

User research, information architecture, sketching & wireframing, prototyping, testing & visual design

UI/UX DESIGN BY CALIFORNIA INSTITUTE OF THE ARTS

ON COURSERA // AUGUST 2019

Specializations: Visual Elements of User Interface Design, UX Design Fundamentals, Web Design: Strategy and Information Architecture, Web Design: Wireframes to Prototypes

<http://www.coursera.org/account/accomplishments/specialization/KD43CWE3PKLX>

INTERACTION DESIGN FOUNDATION // JUNE 2019

Certificate of Membership

www.interaction-design.org/kelly-mccabe/certificate/membership/PTFsVHWG3