Kelly May Sheehan

UX/UI Designer

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EDUCATION

University of Georgia
M.A. in Emerging Media
GPA: 4.0/4.0

University of Georgia
B.B.A in Risk Management
Certificate in Actuarial
Science
GPA: 3.7/4.0

SKILLS

Design
Interaction Design,
Storyboarding, User Flows,
Wireframing, Prototyping,
Data Visualization

Research
Usability Testing, Surveys,
User Interviews, Competitive
Analysis, Qualtrics, Data
Synthesis

Tools and Languages
Figma, Adobe Creative Suite
(Ps, Xd, Pr, Ai, Id, Lr),
HTML, CSS, Javascript,
SwiftUI, Bootstrap,
WordPress, Webflow,
Shopify

AWARDS & HONORS

Best Speech Award
The Annual Gamma Public
Speaking Competition 2021

Zell Miller Scholarship
The University of Georgia

Presidential Scholar
The University of Georgia

EXPERIENCE

UX/UI Designer | The We Group   Mar 2023 - Present
The We Group is a branding agency that assists clients in developing a cohesive and compelling brand identity.
- Analyze website UI changes on customer retention; identify key behavior features and recommend design modifications to enhance the user experience
- Design and develop B2C web platforms through prototyping sprints; facilitate iterative process, resulting in a seamless user journey and increased engagement
- Evaluate 3,000+ digital assets, curate content, and produce captivating social media and advertising materials that boost click-through rates and establish a customer base in an untapped market
- Ideate, design, and ship mobile and web solutions for all email marketing templates to improve brand consistency
- Collaborate with stakeholders to ensure solutions are built to deliver strategic value in line with design intent

UX/UI Designer | Athens Era   May 2022 - May 2023
Athens Era is an e-commerce marketplace website for artwork, developed as my capstone project for the EM Master's Program.
- Built and updated a design system, including an editorial style guide, logo guide, color palette, typography, navigation, UI component and pattern library, including iterations of design features for improved functionality
- Conducted a 30-page UX research protocol; presented findings, validated and articulated design decisions
- Developed a usability report using user testing results, highlighting design issues. Achieved an impressive average usability scale score of 90.3, surpassing the average by 32.7% (usability.gov)

UX Designer | Slack   June 2022 - Aug 2022
This project included the creation of a new scheduling feature in Slack for the EM Master's Program..
- Directed a design sprint of 6 designers as The Decider, using Agile methodology in end-to-end project design, individually applied design thinking methodologies to assist innovation, conducted user testing, and analyzed results
- Led user research, including interviews of 5 participants, synthesized all qualitative data found, and presented significant insights and proposed solutions for future development

UX Designer/ Developer | The Asymptomatics Band   Aug 2021 - Dec 2021
The Asymptomatics Band is an accomplished rock band that has garnered a loyal following throughout Atlanta and Athens, GA.
- Developed a responsive website through WebFlow with user-centered design practices, showcasing audio, video, social media, and promotional content, leading to an increase of bookings by 35% in 2 months
- Designed high fidelity mockups and a prototype in Figma, leading to improved usability and functionality for the site