

KAYLA HARDAWAY

UX DESIGNER / UX RESEARCHER

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HARD SKILLS

Instructional design
Basic HTML / CSS
Surveys
Data Interpretation
User Interviews
WordPress Design
Data Visualization
Wire Framing
Figma
Prototyping
Accessibility
Tracking Metrics
Qualitative and Quantitative Data
Agile & Jira
Accessibility

SOFT SKILLS

Strong Analytical Skills
Relationship Builder
Self Motivated
Strong Communication Skills
Continuous Learner
Flexible
Creative
Adaptable
Attention To Detail
Empathy
Organized
Scrappy
Supportive

EXPERIENCE

UX/UI Research and Design

April 2023 - April 2024

San Francisco Flower Market

- Designed and developed a new website via WordPress
- Conducted user research through User interviews and surveys with target users and the market's vendors.
- Gathered and organized insights and feedback to establish product goals.
- Created wireframes, interactive prototypes, and visual designs to communicate user journeys and main needs.
- Ensured the consistency and coherence of user interfaces across various platforms and devices.
- Conducted usability testing to validate design decisions and identify areas for improvement.
- Presented a bi-weekly update showcasing updates on the progress of data visualization.
- Created a site that increased the market's site engagement and offered clarity to users.

UX/UI Research and Design

February - March 2023

College Action Program

- College Action Program is a platform designed to assist and support first-generation and low-income students with the required tasks and paperwork when they are accepted to university.
- Conducted three user interviews to research the motivations and frustrations of students who share their experiences.
- Synthesized data with affinity mapping then developed personas and key features using vital insights.
- Conducted comparative and competitive analysis on other education and college-ready aimed platforms.
- Updated branding to resonate with our target users.
- Held a Design Studio with the client to ideate initial wireframes.
- Completed three rounds of medium-fidelity wireframe testing, iterating on any opportunities for change.
- Developed a high-fidelity prototype app that allows users to complete tasks with a gamified map, engage with the community, schedule appointments, view and like videos, and seek help.

UX/UI Research and Design

March 2023

Freight Cats

- Designed and developed a custom site via Squarespace.
- Collaborated with clients to understand their branding and business objectives, translating them into effective website designs.
- Integrated third-party tools and plugins to enhance website functionality and meet specific client needs.
- Maintained a keen focus on usability, accessibility, and overall user experience in Squarespace web designs.
- Provided training and support to clients on managing their Squarespace websites independently.
- Crafted clear and concise microcopy to guide users through various touchpoints on the website, ensuring a seamless and intuitive user experience.

EDUCATION

General Assembly
UX/UI Design Immersive course
March 2023

Professional Scrum Master
PSM I
January 2022

California State University
San Bernardino
BA in Sociology
2014-2017

EXPERIENCE

General Assembly

December 2021 - February 2022

UX/UI Intensive Course

- Applied a user-centered design approach to create visually appealing and intuitive interfaces, demonstrating proficiency in graphic design principles, color theory, and typography.
- Developed wireframes, prototypes, and high-fidelity designs, showcasing a keen eye for detail and a commitment to delivering polished and user-friendly solutions.
- Successfully managed multiple design projects simultaneously, overseeing timelines and ensuring deliverables met high-quality standards.
- Conducted engaging and informative presentations to both internal teams and external stakeholders, effectively communicating design concepts and project progress.
- Demonstrated strong leadership skills by guiding team members through the design process and facilitating effective communication.

Special Education Educator

June 2020 - October 2021

Marietta City Schools

- Utilized multimedia elements to create engaging presentations that facilitated better understanding and collaboration among stakeholders.
- Designed visually compelling and informative PowerPoint presentations to effectively communicate complex concepts related to special education, adapting content to suit various audiences, including students, parents, and fellow educators.
- Demonstrated exceptional verbal and written communication skills, ensuring clear and empathetic communication.
- Assessed students' progress and provided regular feedback to parents, students, and administrators.
- Fostered a positive and inclusive learning environment for students with a variety of abilities and disabilities.