

Chaela Kauz

A **User Experience Expert** who seeks to understand users' needs and wants in efforts to create visually pleasing UX/UI solutions.

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designbeanies.com

Experience

UX Designer

Highland Ag Solutions | 2022 - 2023

- Within six months became lead UX designer on two new products where the entire login and account creation process was enhanced.
- Improved existing user flows by presenting ideas, research methods, and wires to stakeholders (devs, PMs, UX team, etc.).
- Met deadlines set by PMs in the agile environment, communicated with devs on any user story pushbacks, and justified my designs through research.
- Maintained and updated design system for three different products.

UX/UI Freelancer

designbeanies | 2022 - 2023

- Communicated research results and concepts with stakeholders. Brainstormed any new ideas or push-backs that were brought up during these meetings.
- Utilized various research methodologies like focus groups, interviews, surveys, competitive analysis, secondary research, etc. Analyzed these research findings to personify users, understand pain points, undermine biases, and find potential solutions.
- Task flows, user flows, wire flows, site maps, wire maps, swimlane diagrams, and card sorts were conducted on a case-by-case bases to ensure there was a clear vision for information architecture.
- Designed low/mid fidelity wireframes to visualize concepts, information hierarchy, and ensure project/user requirements were well thought out.
- Created design systems for easy replication of UI components and elements
- Developed a high-fidelity prototypes in figma to conduct usability tests. Sorting the feedback through affinity mapping helped identify any pain points and/or additional areas to research further.

Graphic Design Specialist

First Internet Bank | 2019 - 2022

- Led website/landing page improvements which were implemented through Figma and WordPress.
- Lead designer/strategist on all internal and external creative ensuring consistent brand messaging/style were being followed.
- Used design principles to optimize website for SEO and ADA compliance.
- Utilized Illustrator, Photoshop, Premiere Pro, After Effects, InDesign, and Figma on a daily basis.

Education

UX/UI Certificate

DesignLab | 2022

- UI Foundations
- UX Academy

BBA Marketing

GVSU | 2019

- Beta Gamma Sigma
- Magna Cum Laude

Skills

UX Research

Agile Methodologies

Information Architecture

User/Task/Wire Flows

Iconography

Wireframing/Prototyping

Site Maps

Swimlane Diagrams

Tools

Adobe CC

Optimal Sort

Lucid Chart

Interviews/Focus Groups

Axure/Figma/Sketch

Surveys