

KELLEY L. MCTYER

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PROFESSIONAL SUMMARY

UX/Product Designer | Driving Data-Informed Experiences Across Web, SaaS & AI-Powered Platforms

User-centered UX & Product Designer with experience creating accessible, scalable, and data-driven digital experiences across SaaS, e-learning, and AI-enabled platforms. Skilled in UX research, usability testing, wireframing, information architecture, and UI design. Adept at translating complex requirements into intuitive, inclusive solutions while collaborating cross-functionally. Proven ability to improve engagement, task completion, and conversion through research-backed design and iterative testing. Experienced in accessibility (WCAG), analytics-driven optimization, and delivering developer-ready designs in fast-paced, agile environments.

CORE COMPETENCIES

- **User-Centered Design & Research** – Conducting user interviews, usability testing, heuristic evaluations, and competitor analysis to drive informed design decisions.
 - **Information Architecture & Interaction Design** – Designing intuitive user flows, wireframes, and interactive prototypes to simplify complex systems.
 - **High-Fidelity UI & Visual Design** – Creating visually consistent, accessible, and brand-aligned interfaces.
 - **Accessibility & Inclusive Design** – Applying WCAG guidelines to design inclusive experiences for diverse user groups.
 - **Cross-Functional Collaboration & Agile Delivery** – Partnering with product, engineering, and stakeholder teams to deliver solutions efficiently and on time.
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PROFESSIONAL WORK EXPERIENCE

Web & Digital Marketing Intern

Sept 2025 – Dec 2025

Whiskey Tango

- Supported the planning and execution of web and digital marketing initiatives by redesigning and optimizing client websites to improve usability, visual hierarchy, accessibility, and conversion performance in alignment with UX best practices.
- Collaborated with cross-functional teams to develop cohesive digital branding across websites, social media platforms, and email campaigns, ensuring consistent messaging and visual identity, contributing to a 18% rise in follower growth within three months.
- Analyzed website and campaign performance using analytics tools to track user behavior, engagement metrics, and conversion trends, which showed an increase in average session duration by 22%, resulting in a measurable improvement in user experience and engagement.
- Developed and standardized presentation templates for client-led classes, improving learner satisfaction scores by 25%.

UX Intern

Jan 2025 – May 2025

Road Scholar

- Conducted user-centered UX research and heuristic evaluations to assess usability, accessibility, and navigation challenges across digital platforms serving older adult users, leading to a 12% improvement in task completion rates for older adult users.
- Redesigned search, content discovery, and information architecture flows to improve task completion, readability, and cognitive accessibility in alignment with WCAG, reducing user drop-off and improving content findability across key learning resources.
- Optimized key user journeys including blog browsing, content collections, and checkout flows to reduce friction and improve conversion rates.
- Collaborated cross-functionally to implement UX improvements, reducing design revision cycles by 16% through clearer documentation and stakeholder alignment.

Product Design Intern

May 2024 – Aug 2024

Pluralsight

- Supported end-to-end product design activities by conducting user research, usability testing, and competitive analysis to inform data-driven design decisions across digital learning platforms.
- Planned and executed 10+ user interviews, competitive analyses, and usability tests, synthesized qualitative and quantitative insights, and translated findings into user flows, wireframes, and high-fidelity UI designs aligned with goals and user needs.
- Collaborated closely with product managers, UX researchers, and engineers to ensure design solutions were feasible, scalable, and aligned with technical constraints and business objectives.

- Ensured alignment with design system standards and accessibility guidelines, improving consistency and interaction clarity.

UI Designer Intern

Jan 2023 – Jul 2023

Socian Technologies

- Translated complex system requirements, real-time data, and AI-driven workflows into intuitive, user-centered interface designs that prioritized clarity, speed, and decision accuracy.
- Designed high-fidelity, real-time dashboards that improved dispatcher-to-drone interaction efficiency, enhancing situational awareness and response accuracy.
- Established consistent UI patterns and components, accelerating design handoff efficiency.
- Delivered technology-focused presentations that inspired 50+ African American students to explore careers in technology fields.

FREELANCE & ACADEMIC PROJECTS

Cole's Kreations – UX Designer

May 2025 – Jul 2025

- Designed and launched a custom e-commerce website, enhancing product presentation.
- Conducted user interviews and usability tests to optimize information architecture.

Zebra Technologies – UX Designer | Purdue University

Aug 2022 – Dec 2022

- Designed a mobile app for nurses to track hospital equipment, improving workflow efficiency 15%.
- Led co-design workshops and research to inform data-driven solutions.

EDUCATION & CERTIFICATIONS

B.S. UX Design – Purdue University – Main Campus

May 2025

- **Minor:** Psychology | **GPA:** 3.66 | Purdue Honors College | 8x Dean's List
- **Certifications:** Google UX Design Certificate | User Interface Design Specialization

KEY SKILLS

- Product Design & Usability Testing
- Wireframing & Prototyping
- Data-Driven Design & Analytics
- Time Management & Project Coordination
- Design Systems & Communication

TOOLS & SOFTWARE

Figma | Adobe CC | Whimsical | Miro | Zeplin | Microsoft Office | Userlytics | Shopify | WordPress | Wix | Google Suite | Webflow

Programming: HTML | CSS