

KELLEY L. MCTYER

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Portfolio: www.kelleymctyer6.wixsite.com/portfolio

Professional Summary

UX/Product Designer with experience across SaaS, edtech, and nonprofit platforms. Skilled in research, interaction design, prototyping, and creating scalable design systems with a focus on accessibility and usability. Collaborative and detail-oriented, transforming complex problems into intuitive, engaging user experiences that drive measurable results.

Professional Experience

Road Scholar – UX Intern | Remote | Jan 2025 – May 2025

- Conducted heuristic evaluations and redesigned search and content discovery flows for older adults, improving usability and accessibility.
- Built a scalable design library, standardizing components and reducing future design inconsistencies by 25%.
- Optimized blog, collections, and checkout flows, increasing engagement and conversion rates.

Pluralsight – Product Design Intern | Remote | May 2024 – Aug 2024

- Conducted 10+ user interviews, competitor analyses, and usability tests to identify pain points and inform feature design.
- Delivered high-fidelity UI updates, boosting user satisfaction by 10% and improving task success rates by 5%.
- Partnered with engineers to ensure technical feasibility, reducing development time and rework.

Socian Technologies – UI Designer Intern | Remote | Jan 2023 – Jul 2023

- Designed high-fidelity interfaces and dashboards to improve interactions between 911 dispatchers and AI police drones.
 - Led presentation initiatives inspiring African American students to pursue careers in tech.
 - Collaborated cross-functionally to ensure intuitive design solutions and operational efficiency.
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Freelance & Academic Projects

Cole's Kreations – UX Designer | *May 2025 – Jul 2025*

- Designed and launched a custom e-commerce website for a local business, highlighting unique products.
- Conducted user interviews and usability tests to shape information architecture and optimize product presentation.

Zebra Technologies – UX Designer | Purdue University | *Aug 2022 – Dec 2022*

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

Skills

Design & UX: UX Research | Interaction Design | Information Architecture | Prototyping | Wireframing | Usability Testing | Design Systems | Accessibility | Visual Design

Tools & Software: Figma | Adobe CC | Whimsical | Miro | Zeplin | Microsoft Office | Userlytics | Shopify | WordPress | Wix | Google Suite

Programming: HTML | CSS

Professional Strengths: Cross-Functional Collaboration | Problem Solving | Communication | Time Management | Detail-Oriented