

RYAN KELTON

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SUMMARY

UI/UX designer with 2+ years of professional experience designing user-centric digital products inspired by user research. Seeking a full-time opportunity within UI/UX design where I can drive innovation.

EDUCATION

Master of Science, Graphic Information Technology Aug 2024
Arizona State University, Tempe, AZ 4.0 GPA

- Relevant Coursework: Usability/User Experience; Interaction Design, Planning & Implementation
- Certifications: IRB - Social and Behavioral Research (Group 2), CITI Program, 2024-2028, Credential ID 61885650

Bachelor of Science, Graphic Information Technology Dec 2022
Arizona State University, Tempe, AZ 4.0 GPA

- Focus: Front-End Web Design and Development

SKILLS

Design Skills: Ideation, wire-framing, prototyping, information architecture, interaction design, visual design

Research Skills: Usability testing, user research, quantitative and qualitative data collection and analysis

Soft Skills: Collaboration, communication, presentation, problem-solving, organization, self-motivation, curiosity

Technology: Adobe Creative Suite, Figma, Microsoft Office Suite, HTML 5, CSS, JavaScript

PROFESSIONAL EXPERIENCE

Demystifyd Remote
UI/UX Design Intern Feb 2024 — Jul 2024

- Led the design process for Demystifyd's web application from research to execution, using interaction and visual design principles to create prototypes in Figma resulting in a product launch to **300+ target users from 33+ countries**
- Collaborated with the CEO in leading the design of Demystifyd's marketing materials and a responsive website, using Adobe Illustrator, After Effects, and Wix resulting in **8000+** impressions across social media
- Facilitated a usability test with 7 participants to evaluate the Demystifyd platform, using quantitative and qualitative research techniques resulting in **over 70% reduction of user exit rate** on key tasks

Kelton Design Medford, NJ
Lead Graphic/Web Designer May 2022 — May 2024

- Managed 2 responsive website re-design projects, using various design tools to develop sitemaps, wireframes, and prototypes to improve usability and visual design resulting in **100% client satisfaction**
- Created a logo and branded marketing materials, using Adobe Illustrator, InDesign, and Photoshop resulting in a **10x improvement to the company's brand identity**

Starbucks Remote
Strategic Innovation Fellow Sep 2023 — Dec 2023

- Led 2 research sessions with Starbucks employees to identify user needs for an internal mobile app, using prototypes and user stories to gather feedback resulting in a strategy to **improve app usefulness and engagement by over 2x**
- Presented to leadership on how to strategically empathize with retail employees, using research and ideation techniques resulting in a **6x improvement to empathy building practices**

ACADEMIC PROJECTS

Suzanne Collins Website Re-Design Sep 2021 – Dec 2021

- Collaborated with 4 team members to conduct user research, usability testing, and a website re-design resulting in an improvement to the user experience and a **93% grade**