



KATELYN McDONALD

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Portfolio: <https://www.katelynannmcdonald.com/>

SUMMARY

Empathetic UX researcher passionate about creating everyday solutions through the use of research, wireframing, and prototyping. Organized and hard-working individual with strong communication skills striving to learn, grow, and contribute to meaningful design. Brings unique experiences from diverse fields of study. Looking for a role as a UX researcher at a company where I can learn and grow everyday.

TECHNICAL SKILLS

Technical: Pen and Paper, Miro, Figma, Adobe XD, InVision, Visual Studio Code, GitHub, Microsoft Office Suite, Google Drive | **UX/UI:** UX Research, UX/UI Design, User Interviews, Journey Mapping, Storyboarding, User Flow, Wireframing, Prototyping, Usability Testing, HTML/CSS

PROJECTS

Gifts For Seniors | <https://www.katelynannmcdonald.com/gifts-for-seniors>

- Designed a highly impactful redesign of desktop and mobile website for a local non-profit by researching what potential volunteers find important in an organization. Final design highlighted the impact the organization made on the community.
- Core responsibilities included: Led UX research through survey design and stakeholder interviews, developed user flows, wireframes, and low-fidelity prototypes, conducted user testing
- Tools used: Pen and paper, Miro, Figma

BuzzyBee | <https://www.katelynannmcdonald.com/buzzy-bee>

- Designed an engaging tablet app for young children that educates kids on how to identify emotions through a fun activity. Final design highlights a fun and colorful app that engages young children and educates parents.
- Core responsibilities included: led UX research, developed competitor analysis, user flow and site map, created wireframes and low-fidelity prototypes, directed A/B user testing
- Tools used: Pen and paper, Miro, AdobeXD, InVision

Balance | <https://www.katelynannmcdonald.com/balance>

- Designed an app to sync with a daily calendar and incorporate healthy lifestyle features such as goal setting, habit tracking, and journaling in order to solve the problem of having too many lifestyle apps that only perform niche purposes.
- Core responsibilities included: led UX research through survey design and user interviews, developed competitor analysis, and feature prioritization matrix, created wireframes and coded a prototype mock-up.
- Tools used: Pen and paper, Miro, Figma, Visual Studio Code, GitHub

EDUCATION

Bootcamp Certificate: University of Minnesota, Minneapolis, MN

A 24-week immersion course designed to teach the fundamentals of UX and UI through client work and case studies. Skills learned in the bootcamp included user research, journey mapping, storyboarding, wireframing, prototyping for web and mobile applications, and UI design.

Bachelor's of Science Degree in Psychology and Biology: Iowa State University, Ames, IA
Worked as a research coordinator in the Media Research Lab. Member of Alpha Phi Omega service fraternity.

EXPERIENCE

Independent Cake Decorator/Baker

2019 – Present

Self-Employed

Minneapolis, MN

Work with a small clientele to create unique experiences and fostering customer-centric solutions. Design visually appealing edible creations.

Skills and Accomplishments:

- Skills utilized include: time management, visual and verbal communication, active listening, and receiving and integrating feedback and critiques.
- Key accomplishment: Designed a wedding cake and 3 additional desserts for a wedding of 100 people in a tight, two-week timeline. Had to work carefully under pressure to be aware of customer needs including designing gluten-free and vegan options.

Cake Decorator/Baker

2018 – 2020

Target Corporations

Fridley, MN

Baked a variety of breads and sweets for a large volume of customers. Regularly provided products for over 100 people a day. Emphasized empathetic interactions with customers to build strong relationships

Skills and Accomplishments:

- Skills utilized include time management, excellent communication, and up-selling products to meet sales targets.
- Key accomplishment: Saw a 35% increase in donuts sales by implementing customer feedback of designing and decorating donuts based on seasonal holidays.

Research Coordinator

2013 – 2017

University of Iowa Hospitals and Clinics

Iowa City, IA

Planned and executed clinical trials in all phases of the project including patient research, developing protocols, recruiting participants, collecting data, analyzing data, writing reports and publishing results.

Skills and Accomplishments:

- Technical Skills utilized: secondary research, survey writing, data collection and integrating results from research into specialized solutions.
- Day-to-day skills utilized: scheduling meetings, managing deadlines, and responding to emails.
- Key accomplishment: successfully ran patient focus groups of 5-10 people which led to development of a sarcoma cancer registry used to connect 300 people across the US.

Research Lab Coordinator

2011 – 2013

Media Research Lab, Iowa State University

Ames, IA

Designed research studies utilizing skills including, data interpretation, and presentation of data results into usable conclusions and solutions. Advised undergraduate research assistants and managed daily lab activity such as communicating with participants, research assistants, faculty, and staff.

Skills and Accomplishments:

- Skills utilized: brainstorming, survey creation, participant recruitment, writing scripts, data collection and analysis