

# Kelly Born

## Sr. User Experience Designer

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### SUMMARY

I am focused on creating delightful experiences based on user behavior through a hands-on, collaborative, and iterative process. I enjoy identifying and solving problems by collaborating with product development, research, content and engineering in an agile environment. I truly enjoy the entire design process creating interactive websites and applications that drive business growth while also supporting user needs.

### EDUCATION

Grand Circus Front-End Bootcamp, Detroit, MI

April 2020 – June 2020

Projects include: [BestBox](#), [Flick Hut](#), [Budget Buddy](#)

Michigan State University, East Lansing, MI

Bachelor of Fine Arts, Major: Studio Art, Graphic Design Concentration

Member of the Women's Golf Team

### TECHNICAL SKILLS

- Interaction and Visual Design
- Usability Testing
- Sketch
- Wireframing
- Journey Mapping
- Adobe CC
- Prototyping
- Heuristic Evaluation
- HTML/CSS
- Storyboarding
- Persona
- Javascript

### PROFESSIONAL EXPERIENCE

Sr. User Experience Designer

March 2019 - April 2020

GE Aviation (Tek Systems), Van Buren, MI

- Performed UX research and design for supply chain web applications increasing product adoption from one engine line to more than 30.
- Created journey maps, user flows, wireframes and high fidelity prototypes to communicate user experience.
- Conducted user interviews, usability testing and heuristic evaluations in an iterative process.
- Collaborated with product owners and users to define product roadmaps and success criteria.

Sr. User Experience Designer

April 2011 – March 2019

Quicken Loans, Detroit, MI

- Designed native mobile apps and web interfaces that satisfy user needs while supporting business goals.
- Created sketches, wireframes and user flows to communicate user experience to stakeholders and developers.
- Built interactive prototypes validated through usability testing and refined in an iterative process.
- Part of an agile delivery team partnering with the business, content strategy and development disciplines.

Marketing Manager/Web Design & Development

December 2006 – April 2011

JJ Curran Crane Co. and Fleet Cost & Care Software, Detroit, MI

- Designed and developed company websites and monthly email newsletters including writing and coordination.
- Responsible for website traffic growth including search engine marketing and search engine optimization.
- Conceptualized, created and executed marketing and sales campaigns within a tight budget.

Graphic Designer/Web Production

September 2002 – December 2006

Olympia Entertainment, Detroit, MI

- Designed monthly issues of Inside Hockeytown Magazine and Tigers Magazine.
- Responsible for "College Hockey at the Joe" promotions including print ads, posters, and game programs