**Kayla Paredes**

**Seattle, WA**

kparedes.com

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**SKILLS**

User research, content strategy, persona creation, user journey, task flow, information architecture, storyboarding, site mapping, card sort, wireframing, interaction design, rapid prototyping, mockups, working knowledge of HTML and CSS

**TOOLS**

Figma, Sketch, Adobe XD, Invision, Adobe Creative Suite, Trello, Slack, Pen & Paper, Hive, Notion, Zeplin, Cerner, Epic, Nextgen

**VOLUNTEER / LEADERSHIP**

**InHerShoes Movement**: Seattle Chapter Lead Catalyst, **March 2020 – July 2021**

Summit Committee Chair, **Feb 2021 - Current** I lead, coordinate, facilitate virtual meetings webinars, event planning, outreach, and foster relationship building.

**WORK EXPERIENCE**

**Plant-Based Food Share, Remote**

**Mobile - Responsive Website | UX Consultant & Content Strategist, March 2021 – June 2021**

• Provided a strategic content strategy roadmap improving the current user experience, and business needs. UX copywriting, providing clear, concise, and resourceful content for volunteer sign-up and

donations of time or money, aiding the community to eliminate food insecurities.

**Favorz, Newberg, Remote**

**Mobile - Responsive Website | UX Consultant, September 2020 - January 2021**

• Strategically redesigned information architecture easing member navigation. Implemented

minimalist website design aesthetics, established a monetized community exchange aligning, and advancing business goals.

• Implemented seamless video transitions, combining new logo and brand design aesthetics

via Adobe Premiere Pro

**Healthy Creations Seattle, Remote**

**Mobile - Responsive Website | UX Consultant, May 2020 - July 2020**

* Formed content strategy design solutions, website audit, industry research, persona creation,

rebrand, and logo creation for a catering business affected by Covid-19.

* Increased website traffic by 169% in 3 months by implementing SEO optimization.
* Championed business strategy, doubling form submissions by 50%.
* Implemented automated system methods, including client communications, consultation form with data sets, driving business goals and growth development.

**aepistile, Remote**

**Mobile App | UI & Interaction Designer, May 2020**

* Curated user interaction flows for anonymous and profile re-share features. I created low - high

 fidelity wireframes establishing user flows for re-share design feature elements.

* Designed hi-fidelity mockups for app groups, signup, sign in, coming soon, and re-share features

**Brinker Brother Self-Storage, Milton-Freewater, Remote**

**Web | Wordpress Design, January - February 2020**

* Independently conducted research, and content audit producing an updated and accurate company profile, including the addition of new content such as adding additional business locations, Google map directions, customer reviews and testimonials. I Implemented new UI elements such as storage unit pricing cards, to incorporate furnishing space details, decreasing customer inquiries, producing faster decisions.

**ViaLacey, Seattle WA**

**Web | CMS Design, September - October 2019**

* Established and developed a new website, including brand, website copy, voice and tone, imagery, providing a strategic clean design aesthetic based on business goals.

**Coinme, Seattle WA**

**User Research | Usability Testing - Cryptocurrency wallet redesign - January 2019**

* I Led team research efforts which drove final design decisions, translating research insights into actionable, measurable recommendations. Conducted 9 in-person interviews, administered usability tests validating assumptions, created iterative surveys and synthesized findings. I worked with stakeholders throughout this redesign, creating the targeted persona through Identified behaviors, motivations, and trending themes of users from interviews. I created mental models for my team and stakeholders through the construction of affinity and empathy maps.

**EDUCATION**

General Assembly

User Experience Design Immersive

November 2018-19

General Assembly

Digital Marketing

Bootcamp November 2019