

# Kathleen Tucker

## UX Designer

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### PROFILE

User experience designer who creates effective online experiences for desktop and mobile environments and improves usability, customer and client satisfaction.

### SKILLS

Project Management • User Interviews • Personas • User Journeys & Flows • Information Architecture • Usability Testing • Site Audits • Functional Specs • Wireframes • Prototypes

### TOOLS

Figma • Adobe XD • Sketch • Axure • Omnigraffle • InVision • Balsamiq • Principle  
Bootstrap • HTML/CSS

### EXPERIENCE

#### UX Design Mentor | 2020 - Present

##### CareerFoundry | Berlin, Germany | 2020 - Present

My role as a UX Design Mentor includes:

- Providing motivational feedback and advice to students both in writing and via video calls on creating an industry-ready portfolio of project work in line with current standards and best practices.
- Crafting individualized video reviews of student work, highlighting creative successes and areas for improvement to showcase in-demand skills and design processes.
- Working closely with tutors to evaluate student work and give actionable suggestions to improve the quality of student submissions.
- Applying extensive industry experience to guide students on potential career paths within their field of study.

#### UX Designer | 2012 - Present

##### Monaghan Music, LLC | Ivyland, PA | 2020 - Present

- Redesigned musician's site (responsive).
- Project proposal and management, site survey, comparative analysis, mockups, UI design, Bootstrap, HTML, CSS.

##### The Bridge to Life | Queens, NY | 2017 - 2020

- Redesigned donor and customer sites.
- User research, competitive/comparative analysis, wireframes, UI design, Bootstrap, HTML, CSS.
- 60% increase in unique visitors in one year due to site redesign.

### **Repeat Roses | New York, NY | 2018**

- Site redesign for social impact-meets-sustainability service company.
- User research, user interviews, competitive analysis, personas, user flows, wireframes, prototypes, usability testing, client presentations.

### **Critical Mass | Calgary, Canada | 2014 - 2016**

- AT&T: Checkout process B2C e-commerce site (mobile, desktop).
- Worked with remote team in U.S. and Canada.

### **Orbtec (now Brazen UXDG) | New York, NY | 2012 - 2014**

- GE: Intranet site audit/evaluation. Mobile, tablet app design.
- RACQ (Royal Automobile Club of Queensland): Site audit.
- Arm & Hammer: Site redesign including concepting and wireframes.

### **Interaction Designer | 2007 - 2011**

#### **Kaplan Thaler Group, Inc | New York, NY | 2011**

- Wendy's: Developed user experience design strategy (responsive design).
- Provided design direction for social media promotions, mobile sites.
- Incorporated UX design discipline into agency project lifecycle.

#### **Digitas Health, Inc | New York, NY | 2009 - 2011**

- Bristol-Myers Squibb - Sprycel: Design for physicians' web portal.
- Pfizer/Eisai - Aricept: User research. Conducted usability testing for medication website.

#### **Digitas, Inc | New York, NY | 2007 - 2009**

- American Express: E-commerce projects including user risk analysis, redesign of gift card shopping experience.

## **EDUCATION**

### **Beginex**

New York, NY  
UX Research & Design

### **CareerFoundry**

Berlin, Germany  
UI Design

Work samples at:

<https://www.behance.net/kmtucker>

### **New York University**

New York, NY  
Information Architecture

### **University of Scranton**

Scranton, PA  
BS, German & International Studies