

# Kara Jelley

UX Engineer | Product Designer | Full-Stack Web Developer

I am a UX/UI Designer transitioning to UX Engineering, combining expertise in engineering management, full-stack development (MERN stack), and user-centered design. I aim to bridge design, product, and development to create seamless, innovative, digital experiences.

## EXPERIENCE

### UX/UI Designer & Consultant | Freelance

FEBRUARY 2019 - PRESENT

- Conducted user research, including interviews, surveys, and usability testing, to inform design decisions and optimize workflows, improving overall usability and user satisfaction
- Provided strategic UX consulting through heuristic evaluations and prioritization frameworks, helping clients focus resources on high-impact areas
- Delivered wireframes and prototypes, significantly reducing design revision cycles and accelerating project delivery timelines, ensuring faster time-to-market

### Product Design Lead | Warner Music Group

AUGUST 2022 - JUNE 2023

- Coordinated with 10+ global teams, aligning business, marketing, and engineering functions on user-centric goals, reducing miscommunication
- Implemented a new design system, improving consistency and reducing design debt by approximately 25%
- Executed end-to-end product development, including quantitative and qualitative user research, stakeholder interviews, usability testing, user flow mapping, and design phase deliverables, resulting in nearly a 30% improvement in user satisfaction
- Conducted QA testing, wrote and prioritized user stories, and resolved issues pre-launch, reducing post-launch defects by more than 20%

### UX/UI Designer | Primion Technology GmbH

FEBRUARY 2022 - JULY 2022

- Collaborated with cross-functional teams to create cohesive digital experiences, improving stakeholder alignment and driving product adoption
- Led the software system redesign, collaborating with marketing, branding, and copywriting teams to integrate brand guidelines, reducing design inconsistency by approximately 20%
- Trained 4+ teams on UX principles, enhancing team efficiency and aligning design vision across departments
- Defined user stories to ensure clarity and reduce miscommunication between teams

### UX/UI Designer | Wisar

JULY 2020 - SEPTEMBER 2020

- Utilized OKRs to align team goals with business objectives, ensuring focus and measurable outcomes in design and development
- Collaborated with a data analyst to perform targeted usability testing, using data insights to refine user test questions, improve design relevance, and expedite the overall project timeline
- Leveraged user research to enhance UX, increasing user engagement by over 80% and improving KPIs

## Contact

+1 (586) 438-7540

+34 661 43 81 45

karajelley@gmail.com

## LinkedIn

linkedin.com/in/karajelley

## Portfolio

karajelley.me

## GitHub

github.com/karajelley

## EDUCATION

### Web Development | Ironhack

DEC 2024 | Barcelona, Spain

### Product Strategy | AllWomen

SEP 2023 | Online

### UX/UI Design | AllWomen

NOV 2019 | Barcelona, Spain

### BS Engineering

Management | Michigan Technological University

DEC 2017 | Houghton, MI, USA

## SKILLS

User Research | Heuristic Analysis | Design Systems | Interaction Design | Prototyping & Wireframing | Figma | Usability Testing | Information Architecture | Design Thinking | Accessibility | Data Analytics | OOP | HTML5 & CSS | JavaScript | React.js | API Development & REST APIs | Node.js | Git | Agile Methodologies | Product Strategy | Stakeholder Management | Lean UX | OKRs | SaaS