

Kara Jelley

UX/UI Designer

Product Design | Engineering Perspective | Business Mindset

Experience

Product Design Lead | Warner Music Group

August 2022 - June 2023

- Coordinated with over 10 teams globally, encompassing business, marketing, and engineering, to ensure a user-centric product
- Implemented a new design system within an existing product
- Executed end-to-end product development under a strict deadline including quantitative and qualitative user research, stakeholder interviews, user interviews, usability testing, user flow mapping, and design phase deliverables
- Conducted QA testing, wrote and prioritized user stories, and collaborated with necessary parties to ensure timely resolution of issues before launch

UX/UI Designer | Primion Technology GmbH

February 2022 - July 2022

- Cross-collaborated with various business units to provide a cohesive solution
- Set the foundation for design system implementation
- Streamlined the development handoff process
- Provided training to over 4 teams on UX principles and best practices
- Developed and refined user stories, ensuring clear, concise, and actionable requirements for development teams

UX/UI Designer | TerraviewOS

September 2021 - February 2022

- Worked closely with the product team to build designs ranging from wireframes to working prototypes to create a customer-focused solution
- Collaborated with internal stakeholders, including C-suite members, to create over 5 features customized for specific client needs
- Proactively sought and welcomed constructive feedback to refine design iterations
- Curated materials for marketing, fundraising, and sales (presentations, mockups, prototypes, web pages, graphic materials, etc.)

UX/UI Designer | Wisar

July 2020 - September 2020

- Utilized company OKRs to drive project goals
- Performed usability testing alongside a data analyst to provide an intuitive product
- Leveraged user research to create an enhanced user experience design that resulted in improved KPIs
- Increased user engagement by over 80%

UX/UI Designer | BMAT Music Innovators

May 2020 - July 2020

- Designed the user experience for a music metadata mapping software, integral to a Content Management System (CMS)
- Created an intuitive feature to upload and map metadata while complying with branding and style guidelines
- Showcased flexibility and a growth mindset through the navigation of 3 project pivots and seamless adaptation to evolving requirements

Contact

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Portfolio

karajelley.me

LinkedIn

[linkedin.com/in/karajelley](https://www.linkedin.com/in/karajelley)

Education

Product Strategy

allWomen Tech

Completed September 2023

Online

UXUI Design Bootcamp

allWomen Tech

Completed November 2019

Barcelona, Spain

BS Engineering Management

Michigan Technological University

Graduated December 2017

Houghton, MI, USA

Skills

User Research | Design Strategy

Qualitative & Quantitative Research

Usability Testing | Heuristic Analysis

Content Strategy | Data Analytics

Data-driven Design | Design Systems

Interaction Design | Visual Design

Storytelling | Agile Methodologies

Product Vision | Product Strategy

Lean UX | Human-centered Design

Design Thinking | Systems Thinking

Information Architecture | Personas

Empathy Mapping | Site Mapping

User Journey Mapping | A/B Testing

Jobs to be Done | Card Sorting

Stakeholder Management | OKRs

Business Analysis | Figma | Adobe CC

Wireframing | Mockups | Prototyping

Graphic Design | Accessibility | SaaS

Q&A | Python | SQL | HTML | CSS

Principals of Development & OOP