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# keeleystitt

## Product Design Leader

### education

#### General Assembly

User Experience Design Immersive  
Certificate  
2019

#### The Glasgow School of Art, UK

Master of Fine Art with Merit  
2011 – 2013

#### The School of the Art Institute of Chicago

Bachelor of Fine Arts & Art Education  
2002 – 2006

### skills

#### Leadership —

Empathy  
Effective communication  
Lifelong learning  
Organization & time management  
Collaboration & teamwork  
Workshop facilitation

#### Product Design —

User research  
Information architecture  
Wireframing  
Prototyping  
User Testing  
Market research  
Illustration

#### Toolbox —

Figma  
Miro  
Microsoft Suite  
Fullstory, Hotjar, Google Analytics  
Adobe Illustrator & Photoshop

### experience

#### Lead Product Designer March 2022 – Present

##### Paychex

- Lead a team of 4 Product Designers, 1 Content Designer, and 1 UX Researcher in support of three internal program areas: Payments, Tax, and Service
- Lead and support the UX design of 8 major projects in 18 months
- Drive the application of UX Research activities in 3 previously unexplored programs
- Work with peer-Leads to re-envision the Design System approval process
- Establish positive working relationships with stakeholders across programs

#### Product Designer May 2021 – March 2022

##### Inclusivv

- Collaborate with ProdDev team on problem-focused solutions from hypothesis to development on 3 features in under 4 months
- Gather and distill insights through qualitative and quantitative methods to inform design

#### Senior Product Designer August 2020 – April 2021

##### Manhattan Associates

- Work with cross-functional team to produce a new application from vision to development
- Create wireframes and prototypes for transportation and warehouse mgmt apps
- Work across teams to conduct research and extract requirements

#### User Experience Designer Nov 2019 – July 2020

##### Narwhal Digital

- Create conversion-focused UX Deliverables for 3 full-site redesigns in 6 months
- Increased conversions by 3% on Roadie.com through UX recommendations
- Support 5 retainer clients through UX wireframes & content recommendations

#### User Experience Design Lead Sept – Nov 2019 (Contract)

##### OpenPharma at Synchrogenix, a Certara company

- Gather requirements to define epics and stories for design and development
- Create UX Research Plans including interviews, heuristic evaluations, etc.
- Design wireframes and responsive mockups for 2 applications in 2 months

#### UX/UI Designer April – June 2019 (Contract)

##### Purchasing Power

- Design the Purchasing Power Vacations experience including: userflows, sketches, wireframes, copywriting, style guide and hi-fi prototype for web and mobile
- Work with UI Developer to meet technical requirements