

PRODUCT DESIGNER

Kennedie Nelson

As an experienced Product designer using Figma and Adobe Creative Suite, I've contributed to generating \$6.2 million in agency revenue through user-centered and visually engaging designs. My approach is guided by storytelling, emphasizing a user-centered experience.

Experience

REDTAG DIGITAL ADVERTISING AGENCY

UX/UI Designer

NOV 2022 - DEC 2023

Louisville, Kentucky

- Applied UX/UI best practices, including ADA compliance and accessibility standards, in conjunction with design tools such as Figma and Adobe Creative Suite software, to create wireframes, prototypes, and site maps resulting in a consistent 27% increase in website traffic across all web design projects.
- Demonstrated effective communication in a 10+ member team including copywriters, project managers, graphic designers, and developers to create functional user friendly websites while playing the main role of web designer.
- Independently crafted 15+ web design projects utilizing Figma, producing over \$500K in web design revenue for the agency.
- Engaged with 15 C-Suite stakeholders, presenting design solutions that directly contributed to a revenue increase exceeding \$6.2 million for the agency.
- Co-facilitated in 10 meetings and Figma training workshops, achieving a 96% satisfaction rate among team members.
- Played a key role in the evolution of design systems, resulting in a 15% improvement in overall design efficiency.
- Developed and optimized website assets to meet developer specifications, consistently ensuring ADA compliance and adherence to accessibility standards.

WESTERN KENTUCKY UNIVERSITY ADVISING CENTER

Graphic Design

OCT 2020 - JAN 2022

Bowling Green, Kentucky

- Collaborated with the Director of Advising to create 50+ unique print and digital ads for WKU job fair events, significantly boosting student participation by 115% year-over-year.
- Achieved a 30% increase in advising center visitation by developing digital, print, and social media advertisements aimed at informing students about the job opportunities on and off-campus.
- Led innovative advertising campaigns for the center's resume, job search, and academic advising services, leading to a 50% increase in student involvement with these services over the course of one academic year.

IMAGEWEST ADVERTISING AGENCY

Graphic Design

DEC 2020 - MAY 2021

Bowling Green, Kentucky

- Designed 10 social media ads and web content for key events at a major human resources firm in Atlanta, GA, collaborating with both clients and internal teams, leading to more project opportunities for the team.
- Collaborated with a team of 5 to produce bilingual social media content for the International Center of Kentucky to raise awareness about COVID-19 resources and information.
- Accomplished heightened awareness of safe study abroad countries during COVID-19 by designing digital content and ads to share information with 55+ students.

CONTACT

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[LinkedIn](#)

[Portfolio Website](#)

EDUCATION

BFA in Graphic Design
Western Kentucky University

Foundations of User
Experience (UX) Design

Coursera UX Design
Certification Courses:

Build Wireframes and Low-
Fidelity Prototypes

Conduct UX Research and
Test Early Concepts

Create High-Fidelity Designs
and Prototypes in Figma

Start the UX Design Process:
Empathize, Define, and Ideate

SKILLS

UI Design

Wireframing

Prototyping

User Flows & Site Mapping

Journey Mapping

Empathy Mapping

Competitive Analysis

Design Sprints

HTML & CSS

Design Systems

End-to-End Design

TOOLS

Figma

Notion

Slack

Jira

Adobe Creative Suite
Software