

## EXPERIENCE

### UX DESIGNER, FREELANCER

#### VARIOUS PROJECTS

3/2022 – 12/2022

**Ameigo:** an app aimed at guiding individuals to safe spaces during crises, with a focus on enhancing user experience and interface design.

- Developed user personas with scenarios to optimize functionality and usability for the target audience, ensuring the app met their needs effectively.
- Created interactive designs using page/user workflows, information architecture, and interactive wireframes in Adobe XD, facilitating user engagement and intuitive navigation.
- Established the design system for the project, encompassing colors, fonts, images, and more, to maintain consistency and coherence throughout the app's design.

**Spacee:** a user interface for a touchscreen facilitating the purchase of electric razors, with a primary focus on user experience and interface design optimization.

- Conducted 6 user interviews to discern pain points, habits, and behaviors among different user segments, informing design decisions to enhance usability.
- Developed 4 user personas representing various physical attributes and cognitive buying decision-making processes among electric razor users, ensuring the interface catered to diverse user needs.
- Collaborated on solving design challenges based on the functional requirements of the media, contributing to the creation of an intuitive and efficient user interface.

### DIGITAL DESIGNER

#### NATIONAL RETAIL FEDERATION

2/2020 – 3/2024

**Notable:** Developed branding elements for the 2021 NRF NXT and 2022 NRF Supply Chain 360 events, focusing on enhancing user experience and interface design.

- Produced digital and print designs for various projects, including brand identity, landing pages, digital advertising media, social media graphics, in-store materials, email templates and interactive virtual event spaces
- Strategically adapted brand and product activation initiatives for digital platforms, leveraging user interface and experience design principles to optimize engagement and conversion rates.

### GRAPHIC DESIGN, CONTRACTOR

#### SOUTHWEST AIRLINE PILOT'S ASSOCIATION

2/2019 – 9/2019

**Notable:** Led the design team in revamping the website design, focusing on user experience and interface design enhancements.

- Developed site maps, wireframes, and finalized designs for a responsive mobile app interface and website, ensuring seamless user interactions and brand alignment.
- Directed the design and production of the organization's monthly publication, Reporting Point, ensuring consistent visual identity and engaging content delivery.

### GRAPHIC DESIGNER

#### WOMEN'S FOODSERVICE FORUM

3/2017 – 2/2019

**Notable:** Created a 100-page program, signage, and packaging for the Annual Leadership Development Conference (3000+ attendees), emphasizing user experience and interface design.

- Designed diverse print and digital projects including event communications, templates, flyers, newsletters, brochures, website assets, and print ads, ensuring cohesive brand representation and engagement.
- Established and maintained style guides to standardize layouts, aligning with project specs and senior leadership directives to enhance user experience and brand coherence.

# KELLI E. ESQUILIN

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## EDUCATION

### CERTIFICATE | 2022

#### User Experience Design

Southern Methodist University

### MS | 2013-2015

#### Communication Design

Pratt Institute

### BFA | 2007-2011

#### Journalism & Graphic Design

Hampton University

## PROFICIENCIES

- User Interface Design
- User Experience Design
- User Interviewing
- Journey Mapping
- Project Management
- Ideation and Concept Execution
- Layout and Conversion Optimization
- Brand Conception and Execution
- Wireframing, Prototyping
- User Flow Diagramming

## TOOLS

- Mural
- Adobe Creative Suite (InDesign, Illustrator, Photoshop, XD)
- Sketch
- Figma
- InVision
- Balsalmiq
- Workfront
- Canva
- Google Slides, Keynote, PowerPoint