

Kaila VanSumer

Senior UX Designer

kailajoy.vansumer@gmail.com | kaila.io

Experience

Echobind

Senior UX/UI Designer

Jul 2022 - Jun 2024

- Led the design process from conception to product launch for multiple responsive web and mobile app projects.
- Created and presented user flows, wireframes, designs, and interactive prototypes to clients and key stakeholders to gather and implement feedback throughout the design process.
- Cultivated a deep understanding of user needs and business objectives through design research and workshops to inform design decisions.
- Planned and conducted user research including user interviews, as well as moderated and unmoderated usability testing with live code and Figma prototypes.
- Synthesized research and presented key findings to clients to inform design iteration.
- Contributed to design system creation and governance using advanced Figma features such as variables, components, auto-layout, and prototyping.
- Collaborated closely with the development team to ensure technical feasibility of designs and made changes based on feedback to limit scope adjustments and deliver on time.
- Created landing pages with HTML/CSS and Tailwind CSS.

UX/UI Designer III

Sep 2021 - Jul 2022

- Conducted comprehensive UX audits, evaluating the visual design, interaction design, architecture, accessibility, and usability of apps and websites, and provided actionable recommendations for improvement.
- Collaborated with development to gather feedback on prototypes, leading to decreased development errors.
- Wrote standard operating procedures with summaries of service, cost and time estimates, templates, and step-by-step guides for each design service Echobind offers.
- Redesigned Echobind's brand identity and website from scratch, led the collaboration with developers to launch the site, and created a new brand guide.
- Created custom icons and illustrations for Echobind's website and client projects.
- Collaborated with product strategy to design and write project proposals to win new work.

UX/UI Designer II

Mar 2021 - Sep 2021

- Worked with product managers to design wireframes and prototypes based on user flows and client requirements listed in PRDs.
- Worked with existing design systems and brand identities to create new interactions.
- Collaborated with Creative Director to establish visual direction for projects.

Graphic Business Solutions

UX/UI Designer

Jun 2019 - Mar 2020

- Redesigned a key product page which led to a 4% increase in completed purchases.
- Created paper sketches, low-fidelity wireframes, high-fidelity visual designs, and HTML/CSS for approval and handoff to development team using Figma, VS Code, and Photoshop.
- Presented designs and collaborated on design decisions with key stakeholders including CEO, CIO, Director of Customer Experience, and Product Manager.
- Built design team workflow using agile methodology by creating a design project backlog in Jira, leading design sprints, and managing tasks from conception to handoff.
- Collaborated with marketing and content team to write UX copy that was clear and aligned with brand tone and voice.
- Crafted semantic HTML and CSS for handoff to full-stack developers and leveraged WYSIWYG editors to push pure HTML/CSS landing pages that did not require mid/backend work or DevOps.
- Utilized Github to create a repository of HTML/CSS files to improve cross-team collaboration on WYSIWYG pages.

CX Specialist

Aug 2017 - May 2019

- Worked closely with Director of Customer Experience to begin shaping user experience on company's various e-commerce websites through direct interaction with 100+ customers per day via phone and email.
- Cataloged user experience issues using google forms and drafted solutions to most common problems by empathizing with customers and reporting findings to Director of Customer Experience.
- Screened and corrected prepress files provided by customers to ensure correct dimensions and resolution using Adobe Photoshop before flagging orders as ready for print production.

Northern Arizona University

Research Assistant

Jan 2016 - Dec 2016

- Collected and analyzed data from 60+ subjects for psychological studies using various research technologies including Sona Systems, SPSS, R, Keynote, and Microsoft Excel.
- Summarized and presented study results through written and verbal media including multiple 10+ page APA standard papers, posters, and academic symposiums.
- Entered and maintained accurate records for 200+ subjects.
- Established and maintained relationships with a team of undergraduate and graduate students as well as university professors to design experiments, develop experimental materials and methods, test hypotheses, and publish results.
- Filed applications for and complied with International Review Board standards.

Education

B.Sc. Psychology

Northern Arizona University

Aug 2013 - Dec 2016

Articles

- [UX Best Practices for Designing Signup and Login Forms](#)
- [The Step-by-Step Guide to Conducting an App Critique](#)
- [Creating a Brand Guide From Scratch: Documenting Echobind's New Visual Identity](#)
- [How to Export Multiple Frames in Figma to a Single, Multi-Page PDF](#)