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👋 summary

I'm Kerry! I'm a widely versed, driven designer who loves messy problem solving. UX of all kinds is my favorite topic 🥰. I have found my niche in the product world when combining innovation and research with joy.

I thrive in complexity and when blurring the lines between my passions: creating order, leading with empathy, making a positive impact on someone's daily life, and of course, visually beautiful things.

👉 skills

Product strategy, Data, Interviews, UX, Journeys, Wireframes, Usability tests, Interactions, Prototypes, Craft, UI, Design systems, Communication, Presenting, Mentorship, Leadership

Tools

Figma, FigJam, Miro, UserTesting, Sketch, Adobe, Notion, Otter, Loom

🎓 education

IDEO U 12. 2020

Foundations in Design Thinking, Certificate

Researched, prototyped, and pitched an app using gamification to encourage kids and teens to read.

Emmanuel College 2010 — 2014

Graphic Design, BFA

Distinction in the Field

👛 experience

Spoak Decor • SaaS

06. 2022 — 10. 2023

Product Design Lead

Directed strategy, requirements, user research, and redesign of interior design web tooling suite. Crafted innovative solutions using tech to help users create complex renderings and to define the vision of the product.

Determined end-to-end user journey from marketing, sign-up, and in-tool training to target specific personas and successfully improved MRR.

Improved user success by 30% and reduced trial cancellation by 10%.

Created Spoak's first design system of 118 variants. Directed product and marketing designers in a brand refresh to improve brand credibility.

Founding designer and active leader at fast-paced startup. Spearheaded research, design thinking, and insight presentations. Established cross-functional collaboration with engineering to determine design process.

Better Mortgage • B2C

03. 2020 — 04. 2022

Senior Product Designer

09. 2021 — 04. 2022

Created customer tools to help users easily manage their finances and their mortgage application, contributing to a 90% year-over-year growth.

Independently owned delivery and managed creative direction for 5 pods of Sales & Ops tools. Led research, iteration, vision and prioritization.

Designed productivity and performance tools to improve staff workflows by working with a beta group to define problems, test and iterate. Staff reduced time to close by 10 days and increased loans processed by 56%.

Lead designer collaborating with cross-functional executives on their initiative to define the vision of the company's multi-service ecosystem.

Product Designer

03. 2020 — 09. 2021

Fuzz Pro • Agency

06. 2018 — 03. 2020

Product Designer

Defined a new entry ecosystem for Blink Fitness customers and staff by creating kiosk, tablet and mobile apps. Decreased check in time by 58%.

Led the mobile app redesign for Sixt to add on-demand riding services and streamline checkout. Increased ratio of MAU vs. WAU engagement.

Purpose • Agency

10. 2017 — 05. 2018

Freelance Senior Visual Designer

Boston University • B2B

09. 2015 — 08. 2017

Interactive & UX Designer