

KYLIE GARRETT

Product Designer skilled in user-centered design who generates robust solutions with 10 years of experience in visual design and a background in multimedia production.

Extensive knowledge in visual design provides advantages in finding solutions that communicate effectively – creating polished experiences for internal and client-side users that can positively impact company objectives.

PRODUCT DESIGNER

 (949) 419-7968

 kylieblakegarrett@gmail.com

 kylieblakegarrett.com

 kylieblakegarrett

WORK EXPERIENCE

Blake Design Studio | Owner & Freelancer | Irvine, CA

PRODUCT DESIGNER 05/2023 – Present

VISUAL DESIGNER 04/2022 – Present

- + Freelance design projects for a range of clients mainly focused on SMEs
- + Introduce and advocate for UX design principles and heuristics to clients
- + Develop branding, design collateral, and websites that connect deeply with the client's target audience
- + Grew audience engagement on client's website by 50% with brand strategy and website design
- + Provide creative direction, consulting and copywriting for clients

Fluid Communications, Inc. | Orange, CA

LEAD GRAPHIC DESIGNER 01/2021 – 09/2022

GRAPHIC DESIGNER 01/2016 – 01/2021

FREELANCE GRAPHIC DESIGNER 01/2014 – 01/2016

- + Collaborated with other leads and program management staff to establish clean design tasks, schedules, and expectations for the design team
- + Created, organized and shared project style guides and pattern libraries
- + Engaged in frequent feedback through collaboration to iterate on designs and improve quality
- + Corresponded with developers to convey and achieve expected design
- + Advocated for and implemented user-centered design methodologies
- + Developed branding for a publication company that generated a 20% increase in donor base
- + Mentored and managed design interns
- + Created UI design solutions for websites and apps – including strategy decks, wireframes, flowcharts, prototypes, and detailed mockups
- + Designed and executed email marketing strategy through Mailchimp

EDUCATION

THINKFUL 12/2022 – 05/2023

Certificate, UX/UI Design Immersion

- + Accumulated 1000+ hours of class-time, real-world project experiences
- + Conducted user surveys and interviews, leveraged data to develop personas, user stories, and flows in order to make informed design decisions
- + Utilized the double-diamond process and design sprint
- + Created effective case studies to showcase findings and design decisions with clients and stakeholders

CAL STATE UNIVERSITY LONG BEACH 01/2016

Bachelor of Arts (B.A.) Fine and Studio Arts, Graphic Design Emphasis

TECHNICAL SKILLS

Adobe Creative Suite

Figma, XD

Basic HTML/CSS

Google Suite

Notion

Asana

Mailchimp

RESEARCH SKILLS

Competitive Analysis

Heuristic Evaluation

Journey Mapping

Empathy Mapping

User Interviews

User Testing

Ethnography

Task Analysis

Benchmarking

DESIGN SKILLS

Atomic Design Systems

Brand Development

Website & Mobile Design

Visual Design

Wireframe Design

Concepting

Prototype Design

Sketching

CERTIFICATIONS

Meta Front-end Developer Professional Certificate

In-progress | Anticipated Completion: 10/2023