

## PROFESSIONAL OBJECTIVE

My goal is to apply the knowledge and skills acquired at the University of North Texas, UNT working with a team of designers and researchers. I aim to improve the user experience of my employer's products or systems, resulting in an increase in user recruitment, loyalty, and revenue.

## TOOLBOX

- Digital Design
- Adobe Creative Suite
- Wireframe Creation and Prototyping
- Front End Coding (HTML5 and CSS)
- Usability and Accessibility Testing
- Data Analysis
- Heuristic and Gap Analysis
- Qualitative and Quantitative Research

## EDUCATION

### University of North Texas

2019 - 2023

#### BFA Communication Design:

#### User Experience Design

Psychology and Art History Minor

Earned the Dean's Scholarship, a 4-year academic scholarship.

Graduated Magna Cum Laude with a

**GPA of 3.68**

## CONTACT

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## PROFESSIONAL EXPERIENCE

### UX DESIGNER AND WEB DEVELOPER

UNT Division of Student Affairs

**09/2021 - 04/2023**

- Managed the design and implementation of the student affairs website, from design experimentation to HTML5 front-end development.
- Developed interface prototypes for both mobile and desktop applications and interviewed users to test iteratively.
- Rapidly interacted closely with multiple internal stakeholders and front users to cultivate a better site experience.
- Used key performance indicators from unique users to total session times to aid in additional sponsors for university events.
- Aided in the e-commerce growth and overall improvement of the digital marketplace experience.

### ENGAGEMENT SPECIALIST

User Experience Student Association

**05/2022 - 05/2023**

- Responsible for maintaining and growing relationships between students and members of the club.
- Greatly increased student involvement through multiple channels: Zoom, Discord, GroupMe, Instagram, and LinkedIn.
- Doubled our yearly revenue through fundraisers and student involvement.
- Developed proficiency in Jira and Figma.
- Increased membership by over 30%.

### FREELANCE

Digital Designer

**07/2023 - Present**

- Worked with clients to lay out recommendations to improve a specific measurable aspect of the company, product, or service.
- Responsible for market research to improve branding.
- Pitched solutions and ideas to clients and incorporated feedback in future design iterations.
- Created branding guidelines, printing guidelines, terms of use, templates for marketing, and digital experience improvements.
- Responsible for sole design of real world advertising.