

# KELSEY SCHROEDER

## UI/UX DESIGNER

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[Portfolio](#) [Linkedin](#) [Behance](#) Anaheim, CA

Enthusiastic and dynamic individual with substantial experience in designing unique custom artwork for different media platforms. Leverage innovative approach for idea and concept development with knowledge and working understanding of current Adobe software like Adobe XD, Illustrator, Photoshop, After Effects, Adobe Dimensions as well as Google Analytics, InVision, and Marvel. Detail-oriented with a sense of diligence and aptitude to manage multi-task assignments and establish professional relationships at all levels, while demonstrating exceptional communication, presentation, and project management skills.

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## AREAS OF EXPERTISE

- UI/UX Design
- Marketing Management
- Account Management
- User Testing
- UI & UX Animation
- Branding & Identity
- Wireframing
- User Research
- Website Designing
- Prototyping
- Customer Relationship Management
- Creative Strategy

## PROFESSIONAL EXPERIENCE

**CTS Cement Manufacturing Corporation, Garden Grove, CA**

**2019 – Present**

### Marketing Coordinator

Engage customers and prospects through social networks by implementing social media strategies and campaigns. Coordinate with a dynamic team to produce thoughtful quality content involving collaborating with influencers and B2B businesses.

- Developed a brand ambassador program for social media influencers with the coordination of the marketing director.
- Enhanced 35% company sales and grew social media following by more than 6k in 3 years.
- Initiated the first DIY program with widely known DIY influencers in the industry.

**Freelance Graphic Designer**

**2018 – Present**

### Graphic Design

- Specialize in logo and branding design, print work, and visual identity development for a variety of clients.
- Collaborate with clients to identify their unique needs and develop design solutions that effectively communicate their brand values and resonate with their target audience.
- Manage social media accounts for clients, including content planning, scheduling, and analytics tracking.

**Wedding Chicks/Wedding.com, Costa Mesa, CA**

**2018 – 2019**

### Social Media Coordinator

Executed social media strategies, curated content, produced captions for all social media posts as well as engaged with business partners by collaborating with social media team. Designed website registry from start to end.

- Boosted social media presence by 40% by utilizing analytical tools to monitor and evaluate company's online performance.
- Promoted to UX designer position after 2 years on sales team through exemplary performance.
- Served as a top sales associate in 2016 and 2017 bringing the highest number of sales.

**Wedding.com, Costa Mesa, CA**

**2016 – 2018**

## **UI/UX Designer**

Communicated efficiently with the development team to create, improve, and launch features on different platforms to engage customers. Accelerated design process and quality standards based on objective and data-driven evidence.

- Maximized customers' experience utilizing Use-centered design methods while contributing to product interaction design team.
- Played a pivotal role as UX Designer/Researcher through the development life cycle of the first registry product on site.
- Improved the customer's experience by implementing key components throughout the site.
- Leveraged key learnings from the past to deal and resolve escalated customers issues.

## **UI/UX PROJECTS**

### **TOPMAP Web App - Career Foundry**

**July-Sep 2022**

#### **UI/UX Designer**

- Designed a web application for finding outdoor trails tailored to the user's location and curated using user-centered design and a mobile-first approach.
- Gathered data, as well as developed persona and user, flows by conducting exploratory research, including competitive analysis, user interviews, and surveys.
- Formed style guide and overall brand, rendered it into high-fidelity screens, and carried out a round of preference and usability testing.

### **Good Tum Mobile App - Career Foundry**

**July-Sep 2022**

#### **UI/UX Designer**

- Developed a mobile app that scans food for in-depth information on product overall nutritional facts.
- Created wireframes and prototypes, conducted usability tests, and performed quick designing by using efficient methods of sketching.
- Created brand identity, including all graphics and illustrations.

## **EDUCATION**

### **Bachelor of the Arts**

California Baptist University, Riverside CA

## **LICENSES & CERTIFICATIONS**

### **UI/UX Design Certification**

Career Foundry, Berlin, DE, 2022