

Kaydee Gilson

UX Designer | she/her

kaydeegilson.com

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435-650-7120

Experience

Marketing & Design Director

Integrity First Lending
San Diego, CA (remote)
May 2017 – Present

Hired and leads a team to expand the marketing division's design and content support abilities company-wide.

Partners with CEO to design experiences including a task management system and new lead-generation pipelines.

Pioneered the design and creation of a company intranet, fulfilling the need for an interface to monitor key metrics and improve internal communication, training, and file organization.

Proposed and led a website redesign to enhance user navigation through the loan inquiry process.

Hired as assistant director and promoted to the role of director in March 2018.

Freelance UX & Visual Designer

kaydeegilson.com
San Diego, CA
Oct 2014 – Present

Designed and transformed client needs into various digital experiences including mobile apps, desktop apps, and websites. Created multiple brands and large-scale print designs.

Clients: Human Rights Campaign, Connection Collaborative, Therastrive, Butt Bands, Wasatch Education Partners

UX Designer

Pixio, LLC
Salt Lake City, UT
Sep 2016 – May 2017

Researched and produced user flows, low and high-fidelity wireframes, and functional prototypes for five mobile application clients based on user needs.

Partnered with software developers and product managers to collaboratively iterate and translate ideas into both functional and delightful UI design solutions.

Facilitated design sprint sessions and researched design best practices to stay educated on industry growth.

Hired as an intern and transitioned to UX Designer role in December 2016.

Creative Director

Westminster College
Student Government
Salt Lake City, UT
April 2016 – May 2017

Hired and led a team of five designers through 130+ design, advertising, and branding projects.

Designed and launched a mobile app to improve campus-wide student communication.

Implemented experience and interface design improvements on website to increase access and use of funding resources.

Product Management Intern

Mountain America
Credit Union
South Jordan, UT
Feb 2016 – Aug 2016

Wrote project requirements for 20 new product experience enhancements alongside the Lead Product Manager.

Used Jira to identify, document, and solve issues that arose during the software development life cycle.

Education

MS in Human Factors in Information Design Candidate

Bentley University

McCallum Graduate School of Business
Waltham, MA

Jan 2020 – Present (*Graduating May 2022*)
GPA: 3.96

BS in Marketing & Applied Computing Minor

Westminster College

Gore School of Business
Salt Lake City, UT

Aug 2014 – May 2018

Graduated summa cum laude

Skills & Tools

Methods

Heuristic evaluations
Persona creation
User journey mapping
Storyboarding
Sketching
Wireframing
Prototyping
Information architecture
User research
Usability testing
User interviews
Affinity Diagramming
Design sprints
Product management
Graphic & visual design
Branding

Tools

Figma
Balsamiq
Optimal Workshop
Miro & Mural
Qualtrics
Sketch
InVision & Zeplin
Adobe CC Suite
Illustrator & XD
MS & Google Suite
WordPress
Jira
Asana

Basic Development
HTML, CSS, Java, SQL

Volunteer & Leadership

Bentley User Experience Graduate Association
Vice President of Design

HRC Utah Media & Design Co-Chair Volunteer

Grace Hopper Women in Computing Scholar

Westminster College Student Gov. Vice President

Sisters Rise Up AP Computer Science Mentor