



KAYLA HASELEIN

UX DESIGN | GRAPHIC DESIGN | ADVERTISING & BRANDING

Massapequa Park, New York

Work Experience

- **FIVE BELOW**
- MANAGER | NY
- January 2024 - Present
- Open and/or closing procedures
- Assist associates and provide backup when and where needed
- Oversee deliveries
- Organize dispersment of new merchandise
- **SALES ASSOCIATE | NY**
- September 2023 - January 2024
- Interact with and assist customers
- Stage merchandise for sales floor
- Perform cash register operations ie: checkout, returns, exchanges
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- **THRIVEDX**
- ASSOCIATE INSTRUCTOR | REMOTE
- May 2022 - February 2023
- Collaborated with lead instructor on all class responsibilities
- Graded student assignments and projects
- Assisted students in answering questions and/or solving problems
- Took attendance
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- **SIMPLE LAB**
- UX DESIGNER | REMOTE
- April 2022 - June 2022
- Designed initial high-fi wireframes for first MVP
- Built prototypes used in user testing
- Facilitated first round of user testing
- Analyzed user feedback to present to stakeholders
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- **DESIGNIAL**
- UX DESIGNER | REMOTE
- August 2020 - June 2022
- Designed high-fi wireframes for mobile and web
- Built prototypes used in user testing
- Designed automated e-mail formats to send to users
- Created marketing materials for pilot
- Facilitated first round of user testing
- Started as an intern; was asked to continue

Education

- **MARYLAND INSTITUTE COLLEGE OF ART (MICA)**
- 2023 | ONLINE
- Master of Professional Studies (MPS) in UX Design
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- **SAVANNAH COLLEGE OF ART AND DESIGN (SCAD)**
- 2021 | SAVANNAH, GA
- BFA Graphic Design
- Minor Interaction Design
- Minor Advertising and Branding

Other Design Experience

- **ED(YOU)CATE CAPSTONE CASE STUDY**
- UX DESIGNER | REMOTE
- January 2023 - May 2023
- Created a project plan
- Conducted desk and user research
- Built lo to high-fi prototypes based on usability testing feedback
- Presented findings and final iterations to Master's cohort
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- **PETFINDER CASE STUDY**
- UX RESEARCHER | REMOTE
- January 2022 - March 2022
- Created a research plan
- Conducted a competitive analysis
- Facilitated user interviews to find pain points
- Created next steps after the research phase
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- **THURSDAY NIGHT HOCKEY**
- FREELANCE GRAPHIC DESIGNER | NY
- May 2018 - Present
- Redesigned team logo
- Redesigned team uniform
- Designed team crest

Achievements

- **ZUMBA CERTIFIED**
- INSTRUCTOR | REMOTE
- February, 2020 - August 2022
- Create and teach hour-long Zumba® fitness classes
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- **DEANS LIST**
- SAVANNAH COLLEGE OF ART & DESIGN
- Fall 2018 - 2021
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- **ACADEMIC HONORS SCHOLARSHIP**
- SAVANNAH COLLEGE OF ART & DESIGN
- 2017 - 2021

Skill Set

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|------------------------|--------------------|
| • DESIGN | • SOFTWARE |
| • Creativity | • Adobe CC |
| • Logo Design | • Figma |
| • Typography | • Google Drive |
| • Visual Communication | • Microsoft Office |
| • Website Design | • Basic Python |