

Kacey Underwood

Product Designer | Fort Collins, CO • 8 yrs experience

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SKILLS

A/B Testing, Animation, Accessibility, Brand Design, Dashboard Design, Data Table UX, Design Systems, Design System Education, E-Commerce, Facilitation, Hand sketching, Infographic Design, Information Architecture (IA), Mobile UX + UI, Mockups, Prototyping, Qualitative Research, Quantitative Research, Responsive Layout, Responsive UI, Typography, Usability Testing, User Experience (UX), User Flows, User Interaction, User Interface (UI), User Journey Maps, User Personas, User Research, Web Typography, WCAG Standards, Wireframing, + more!

PROFESSIONAL INTERESTS

Healthcare Innovation
Patient Experience
Human-centered design
AI-aided experiences

PROFESSIONAL SUMMARY

- **8 yrs** UX Design; **12 yrs** Visual Design; **3 yrs** Product Design experience.
- Ideates quickly and effectively throughout the UX design process.
- Acts as a design diplomat: successful in bolstering stakeholder relationships.
- Delivers technical expertise in design systems; proven mastery in contributing to, managing and onboarding design systems.
- Excels as a lead product designer, managing ambiguity and limited oversight.

WORK HISTORY

Product Designer

Nationwide Insurance (Contractor)

Oct 2024 - present
Remote (Columbus, OH)

Design lead for **enterprise business products**.

- Lead UX discovery sprints, conducting generative **user research** to define design problems and business value opportunities.
- Plan and lead design sprints to address user pain points; coordinate evaluative research sprints to validate my designs.
- Design low-fidelity wireframes and **process flow diagrams** to accelerate solutions.
- Design **high-fidelity wireframes** using the established design system.
- Host weekly sprint meetings with key partner teams and engineers to gain feedback and quickly iterate, resulting in improved engagement and trust.
- Participate in communities of practice focusing on **accessibility, interaction design, design system contribution**, and product design leadership.
- Prioritize findings and design concepts for scoped releases.

UX Designer

Adaptive Biotechnologies

Oct 2022 - May 2024
Remote (Seattle, WA)

Led the product design effort for the **company's highest priority software program** for 12 months: a complex biotech web application.

- Implemented user-centered design principles to create an intuitive, user-centric application, resulting in improved user satisfaction.
- Conducted user research and developed user personas and user scenarios.
- Applied research findings to design low- and high-fidelity prototypes, wireframes, user-journeys, user scenarios, mockups, flow diagrams and information architecture.
- Clarified complex workflows and medical subject matter.

Spearheaded the **introduction of a unified design system** for the company's software platforms, ultimately choosing *Carbon* by IBM.

- Presented a series of 10 "brown bag" lunch sessions on the technical aspects to the Engineering, Product and UX teams.
- Gained expert knowledge of *Carbon's* grid modes, accessibility, componentry, design tokens, responsive and mobile device grid and micro-animations.

Managed and mentored one junior contract designer and one intern, providing guidance and feedback daily, fostering their professional growth.

[MORE WORK HISTORY >](#)

TOOLS

Figma, AdobeXD, Adobe Creative Cloud, Invision, Miro, LucidChart, Balsamiq, PPT, Jira, HTML, CSS, Javascript (beginner) + more!

EDUCATION

Bachelor of Fine Arts Colorado State University

Fall 2009 to Spring 2013

Concentration in Graphic Design

- Honors Program
- Magna Cum Laude
- Dean's List
- GPA: 4.0

WORK HISTORY, CONTINUED

Visual/UX/UI Designer

Feb 2022 - Oct 2022
Remote (USA)

Toptal Network

Worked for **clients across different industries and sizes**, as an independent contractor on a network of "top talent" freelance workers.

Passed a rigorous screening process and portfolio review to be accepted.

Highlight clients include:

- Calm.com, Rent.com, Momentum Giving, a mental health counseling brand + more.

Skills applied:

- UI and UX design of consumer-facing web-app, a React-based mortgage-calculator, and wireframes for a medical monitoring mobile app
- Helped keep Figma assets up to date; stayed current with product and design.
- Visual design of mobile-first web apps and marketing assets.

UX Contractor

Feb 2022 - Aug 2022
Remote (Chicago, IL)

Institute of Healthcare Delivery Design

Collaborated with a design research team to create **user-experience wireframes** for a centralized digital platform for the College of Medicine at UIC.

- Helped collect and analyze end-user data, applying iterations to wireframes.
- Incorporated data visualization and dashboard design into the wireframes.
- Designed wireframes for mobile apps and desktop apps.
- Referenced previously crafted user personas to inform my information architecture, wireframe and data visualization creation.

Junior UX Designer

Dec 2020 - May 2021
Remote (Palo Alto, CA)

VirusIQ

- Designed UX and UI for a customer-facing React.JS **healthcare web app** that included customer-facing map and E-Commerce modules for six different personas.
- Interpreted the user journey, collaborated with product managers and SMEs; designed high-fidelity prototypes for workflows, guided supporting UI designers with my UX findings, designed robust UI styles and component sets, wrote documentation, and refreshed branding UI.

Senior Digital Designer

Feb 2018 - Feb 2022
Onsite (Steamboat Spgs, CO)

Stand Creative Studio

Designed websites and other visual assets (**user-experience, responsive web design**, brand identities, packaging design, infographic design, email campaigns, and motion graphics) for clients in dozens of industries.

Web and Graphic Designer

Apr 2016 - Nov 2017
Onsite (Denver, CO)

Domoto Brands

Created design concepts for external clients, including logos, packaging, websites, and email campaigns; **applied user-experience thinking**; strengthened website build QA.

Digital Content Creator

Aug 2015 - Apr 2016
Onsite (Denver, CO)

RuMe Inc.

Designed, and wrote content for **E-Commerce brand**. Developed strategy and acted on analytics from quantitative usability testing, customized responsive landing pages with HTML, CSS; **applied UX skills**.

Freelance Designer

Apr 2014 - Aug 2015
USA and NZ

Various clients

Provided professional **graphic and web design services** to clients; notably CU Boulder, Graebel Companies, Pathward, Planet Indonesia and Plant Select.

Senior Digital Designer

Jan 2012 - Apr 2014
Onsite (Fort Collins, CO)

Marketing Shop at CSU

Designed marketing and branding projects through concept, design, coordination and production, in digital, print, and signage media.