Kelly O'Sullivan
Digital Product Designer

Experience

Freelance Product Designer

Kumanu: Ann Arbor, MI   May 2019 - Present
- Develop a deep understanding of Kumanu's users through qualitative research methods.
- Improve the design of Purposeful's user experience through usability testing, secondary research, user interviews, and surveys.
- Design user interfaces based in primary and secondary research to be implemented throughout the Purposeful app.

Graduate Student User Researcher

Quicken Loans: Detroit, MI   January 2019 - April 2019
- Design and conduct a field user research study for a target user population.
- Analyze interview and survey results to develop strategic recommendations.
- Develop product roadmap and make recommendations for Quicken Loans' long term product strategy.

UI/UX Intern

JOOL Health: Ann Arbor, MI   April 2018 - August 2018
- Conceptualized, prototyped, and tested intuitive new user interfaces and interactions for mobile and web-based applications.
- Performed and analyzed qualitative and quantitative user research, including focus groups, interviews, and surveys.
- Streamlined the company's interface by determining user needs and recommending customized solutions.

Graduate Student User Experience Designer

iPassio: Ann Arbor, MI   January 2018 - April 2018
- Improved the company's online learning platform based on research, user interviews, user testing, heuristic evaluation, survey distribution, and survey analysis.
- Evaluated user needs to minimize gaps when launching iPassio's user progress dashboard and redesigning the user onboarding process.

Multimedia Content Designer

University of Michigan: Ann Arbor, MI   December 2013 - August 2017
- Optimized the user experience for Michigan Engineering's Certified Professional Innovator course website and the college's branded YouTube channel.
- Created motion graphics, videos, and scripts, and developed course curriculum for an optimal user journey through the CPI course.
- Spearheaded other college-wide initiatives such as: video campaigns, educational initiatives, social media campaigns, and publicly held events.

Projects

University of Michigan GRIN Mentor: Jan. 2019 - Apr. 2019 Ann Arbor, MI
World Information Architecture Day Local Organizer: Oct. 2018 - Feb. 2019 Ann Arbor, MI
2FA Video Selected for UofM Safe Computing Series: November 2018 Ann Arbor, MI
UX Designer, Gleaners Community Food Bank: Sep. 2017 - Jan 2018 Detroit, MI

Portfolio
kello-vision.github.io

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(734) 355 4007

Education
University of Michigan
MSI - Human Computer Interaction ('19)

Michigan State University
BA - English (2012)
BA - Media Arts and Technology (2012)

Skills

Design
Typography/Type Setting
Interface Design
Visual Design
Prototyping and Evaluation
Motion Graphics Design
UX Writing
Digital Photography

UX Design
Interviewing
User Research
Usability Testing
Interaction Design
Personas & Scenarios
Sketching & Storyboards
Wireframes
Object Models
Journey, Site Maps
Survey Design
Affinity Diagramming
Competitive Analysis
HTML & CSS
Markdown

Software
Photoshop
Illustrator
Sketch
Abstract
Figma
After Effects
Cinema 4D
Premiere
InVision
GitHub
Sublime Text 3
Visual Studio Code