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404.583.5801

KAYLA MARLAND
user experience & visual designer

WORK EXPERIENCE

UX/UI Designer
HD Supply | Atlanta, GA
ebuisness product team
2018-present

• Hybrid UX/UI designer supporting design solutions for b2b site, *hdsupplysolutions.com*
• Created UI elements, component libraries, and high fidelity clickable prototypes using Sketch and Invision
• Partnered with Product Managers, Developers, and Business Stakeholders to translate user requirements and feedback into viable on brand design solutions for new website enhancements

Web Designer
The Home Depot | Atlanta, GA
ecommerce creative team
2016-2018

• Designed a variety of layouts, illustrations, and typography elements in use across 20,000 unique product pages on *homedepot.com* as part of the newly-formed Digital Asset Execution team
• Created cohesive and compelling visual designs that effectively communicated stakeholder goals and improved overall customer experiences
• Conducted qualitative research to identify needs and goals of the consumers on the site through product reviews, Q&As, and in-store interviews
• Collaborated with representatives from multiple brand design, strategy and insights teams to understand goals of each project
• Developed standards, best practices, and processes for content creation

Web Designer
Coats | Charlotte, NC
ecommerce team
2014-2016

• Produced wireframes and high fidelity mockups for B2C e-commerce site redesign *RedHeart.com*
• Created high fidelity UI mockups for redesign of B2B site, *freespiritfabrics.com*
• Created, edited, and maintained online content using the Hybris Management Console and specialized HTML/ CSS coding

Student Designer
Georgia Tech Alumni Association | Atlanta, GA
marketing team
2012-2014

• Responsible for designing responsive websites, email communications, and a variety of digital content for Georgia Tech while creating a consistent, cohesive web presence for the university and its affiliates.

EDUCATION

B.S. of Industrial Design
Georgia Institute of Technology
2010-2014

SKILLS & SOFTWARE

Adobe Creative Suite, Sketch, Invision, HTML/CSS, Microsoft Office, User Experience Design, Interaction Design, Web Design, Visual Design, Sketching, Wireframing, Prototyping, User Flows, Usability Testing, Prototyping, Mockups, User Journeys, Iterative Concept Ideation, Branding & Identity, Photography