caitlin powell

UX | Research | Product Designer

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education

Google UX Design Career Certificate | Summer 22
B.F.A. Communication Design | Spring 22
Texas State University | Summa Cum Laude
Dean's List | Council of Scholars

skills

Client Communication
Design Research
Design Thinking
Information Architecture
Interaction Design
Motion Graphics
Photography
Product Design
Prototyping
Team Collaboration
Usability Testing
User Research
UX/UI Design
Visual Design
Wireframing

toolkit

Adobe XD
After Effects
Editor X
Figma
Google Workspace
Illustrator
InDesign
Keynote
Maze
Microsoft Office
Mural
Photoshop
Premier Pro
Slack
Zoom

experience

UEGroup | Junior UX Designer | Spring 23–24
- Developed wireframes that simplified complex workflows within the Aerospace and Defense industries for Lockheed Martin
- Designed prototypes to display product functionality and contributed to design deliverables presented to clients
- Assisted and facilitated user testing sessions with projected users and synthesized feedback to create quick turnaround designs for clients
- Led and contributed to internal team projects focused on project structure and long-term design documentation
- Collaborated with researchers and cultivated process flow diagrams from use cases derived from user interviews

Marketeq Digital | UX Research & Design Intern | Winter 22–23
- Conducted competitive research audits and heuristic evaluations of various Marketing Automation Tools & Platforms
- Conceptualized a centralized user flow focused on simplifying Conditional Logic Automation and App Integration
- Utilized and expanded upon the existing Design System Library to incorporate a new feature into the existing automation platform
- Presented research findings and insights to design teams and the company CEO to be implemented across all Marketeq designs

Ourdate | Website/UX Design Intern | Summer 22
- Redesigned the original company website, which increased newsletter subscriptions and sparked recruitment for usability testing
- Directed user testing sessions with mobile prototypes and organized participant feedback for effective redesigns
- Facilitated design cohesiveness between the website, mobile wireframes, and active marketing platforms seamlessly
- Personalized the brand story for various Marketing platforms and crowdfunding campaigns to support company growth

TXST Communication Design Exit Review Web Committee | Spring 22
- Collaborated with a small team to create the Spring 22' ComDes Exit Review website to showcase the portfolios of the graduating class
- Presented weekly design updates and documented feedback from critiques to be implemented in future designs