Kellyn von Arx

User Experience Designer

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Award-winning UX Designer passionate about crafting user-centric experiences that drive meaningful impact. Leverages a unique blend of empathetic design skills and strong communication abilities, honed through a decade of experience in ministry, to create inclusive and effective digital solutions. Consistently delivers exceptional results for clients and stakeholders, ensuring their needs and goals are met with precision and care.

PROFESSIONAL EXPERIENCE

Consultant – Pittsburgh, PA

UX/UI/Product Designer, November 2021 – Present

- June 2023 - Present, Anglican House Publishers, Media & Marketing Consultant
- January 2023 - February 2023, Sigma, UX/UI Developer
- November 2021 - March 2022, American Journalism, UX/UI Designer

- Designed four intuitive digital solutions by conducting user research, creating user personas, and incorporating insights from diverse user perspectives cultivated through ministry experience.
- Identified and resolved six complex design challenges with a focus on inclusivity and usability.
- Enhanced the functionality and visual appeal of 11 capabilities in an online academic journal through user testing and wireframing, improving information architecture and organization.
- Conducted User Experience Research to identify and address unique pain points for end users.
- Optimized website and web store design, creating an intuitive user flow that resulted in a seamless purchasing process and increased conversion rates.
- Conducted heuristic evaluations focusing on simplicity, significantly improving the readability and response rate of email communications, leading to enhanced customer engagement and increased sales.
- Collaborated with developers to streamline the layout and navigation of the WooCommerce shop, resulting in an improved user experience and increased customer satisfaction.
- Designed a Figma-based dashboard showcasing key data elements for a healthcare application, facilitating clinicians in tracking patient progress.
- Spearheaded the adoption of user-centric design methodologies, including storyboarding, usability testing, and user research, to enhance the overall user experience and drive product improvements.

Union Church – Pittsburgh, PA

Web/Tech Designer and Youth and Family Director, September 2015 – July 2023

- Executed two strategic website redesigns in 2018 and 2022, aligning the site with the organization's evolving mission and focus. Enhanced user experience and increased site usability by conducting user surveys to understand user intentions, purposes, and needs.
- Developed design guides that significantly improved both internal and external communication, ensuring consistent and effective messaging across the organization.
- Created a comprehensive design system for the entire organization and various facets of the ministry, ensuring a cohesive and user-friendly experience across all platforms. Provided documentation to other contributors, maintaining design integrity across teams and resulting in an improved end product and easier navigation for users.
- Offered technical expertise and troubleshooting for media issues, ensuring smooth operations and minimizing disruptions.
- Collaborated on the development of an organizational app using a third-party platform, successfully increasing virtual presence and reducing office costs, resulting in improved efficiency and cost savings for the organization.
- Developed and implemented engaging programs and initiatives that significantly increased youth and family participation and community involvement.
- Fostered a welcoming and inclusive environment through collaboration with cross-functional teams, promoting personal growth and a strong sense of belonging among youth and families.
- Maximized the impact and long-term sustainability of youth and family programs through strategic planning and resource allocation.

Duquesne University – Pittsburgh, PA

Graduate Assistant, August 2017 – May 2018

- Provided instruction on HTML/CSS, JavaScript, and User Experience Design, fostering a community of practice focused on user-centered technology development and management approaches.

- Coordinated and led usability lab sessions, facilitating student engagement with human-centered design principles and methodologies.
- Collaborated with professors to integrate user experience design concepts into coursework, promoting hands-on learning and real-world application.

Fort Pitt Webshop – Pittsburgh, PA
User Experience Intern, January 2016 – June 2016

- Conducted user experience research for a local non-profit, utilizing methods such as 1-1 interviews, focus groups, and user testing to identify pain points and user needs across multiple channels.
- Created artifacts such as journey maps and wireframes to translate user research into visual assets, facilitating communication of findings and recommendations to improve customer experience.
- Partnered with cross-functional teams, including product managers, developers, and stakeholders, to present user research findings and design concepts, facilitating alignment and driving informed decision-making.

EDUCATION
Duquesne University – Pittsburgh, PA

M.S. Media Arts and Technology

- Relevant courses: Human Centered Design Thinking, Interaction Design, User Experience, and User Interaction
- Achievements: 4.0 GPA
- Kappa Tau Alpha "Top Scholar Award"

Duquesne University Center for Teaching Excellence - Pittsburgh, PA

Certificate of University Teaching

Geneva College - Beaver Falls, PA

B.A. Student Ministry

PROJECTS
- GDI Hackathon 2022 Hack on Health — First Place Member of a team of six individuals as the UX/UI Designer, designing and building an app focused on panic attacks. Guided users through anxiety relief methods. Achieved first place among 21 teams and over 500 registered participants.

SKILLS
- Prototyping, Wireframing, Usability Testing, Journey Mapping, Decision Mapping, Accessibility, Card Sorting, Persona Building, Storyboarding, Empathy, Collaboration, Design Thinking, Critical Thinking, Communication, Curiosity, Adobe XD, Balsamiq, Figma, UserTesting.com, Adobe Illustrator, Adobe Photoshop, OmniGraffle, Eye Tracking, Trello, Slack, Google Forms

ADDITIONAL EXPERIENCE
Development Assistant — November 2012 - December 2013

The Pittsburgh Project, Pittsburgh, PA

- Spearheaded development efforts for a faith-based non-profit organization, drawing upon strong ethical foundations to strategically plan and execute programs and events that successfully raised funds and achieved organizational objectives.
- Secured crucial funding for various projects and initiatives by conducting thorough research and crafting compelling grant proposals, showcasing exceptional critical thinking and problem-solving skills.
- Optimized donor engagement and stewardship efforts by meticulously maintaining a digital donor database, ensuring accurate and up-to-date records that facilitated targeted communication and relationship-building.
- Significantly enhanced the organization's online presence by regularly updating and maintaining the website, ensuring that it remained current, informative, and user-friendly, ultimately leading to increased visitor engagement and improved brand perception.

Elementary Coordinator — January 2011 - May 2012

The Pittsburgh Project, Pittsburgh, PA

- Oversaw afterschool programs for elementary-aged children, focusing on curriculum development, staff leadership, and cross-cultural sensitivity to meet the diverse needs of students and families.
- Managed program logistics and resources, demonstrating organizational skills to ensure smooth operation and positive outcomes for participants.
- Utilized empathy and collaboration to address behavioral and academic challenges, fostering a supportive environment for student growth and development.