katie medley

User Experience Designer

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SUMMARY

UX Designer with a background in product and management roles within tech startups. I combine wild creativity and thoughtful authenticity with analytical insights to create seamless digital experiences. With 4 years experience collaborating cross-functionally and making data-driven decisions, I am eager to leverage my industry expertise to drive innovative user-centered solutions.

SKILLS

UI Design
User Research
Prototyping
Wireframing
Usability Testing
Responsive Design
Agile
QA
Project Management

TOOLS

Figma
Wix
Adobe XD
Miro
Jira
Zendesk

EDUCATION

Designlab
UX/UI Design │ 2023-2024
560+ hour certification

The University of Tennessee
B.A. Communications Studies
Cum Laude honors

UX PROJECTS

UX/UI Designer
Coffee + Remote Mobile App │ May 2024
- Conducted in-depth interviews and surveys with remote workers to identify insights for finding work-friendly coffee shop environments
- Determined key location features for working in coffee shops and assigned ratings based on user reviews
- Integrated Google Maps for better navigation
- Developed cohesive branding elements including logo, color palette, and typography
- Facilitated 10 user testing sessions, achieving 100% task completion rate

UX/UI Designer
Caddywampus Responsive Website │ April 2024
- Redesigned mobile and desktop home pages for local food truck
- Increased revenue by 40% through the development of an online food ordering platform
- Improved menu clarity by incorporating structured hierarchy, high-quality images, and a call-to-action
- Redesigned company logo for a modern feel while preserving the essence of original branding elements
- Enhanced site usability and UI by implementing ADA-compliant color usage, adding effective CTA buttons, and updating the food menu with navigation tabs

PROFESSIONAL EXPERIENCE

Hopper │ Remote
Hopper is a B2C SaaS company offering a mobile app for booking travel. This fast-growing e-commerce platform serves millions of users worldwide and has raised over $400M in funding.

Team Lead Manager │ Nov. 2021 - Sept. 2022
- Coached 13 globally distributed customer support agents, achieving top 10% performance and maintaining a customer satisfaction score of 4.42/5
- Defined success metrics through KPIs, tracked team progress, and conducted data-driven research projects to improve department's customer sentiment
- Implemented quality assurance program updates, optimizing business impact by 15%

Pana │ Remote
Pana was a B2B SaaS platform specializing in managing and booking employee and guest travel bookings for Fortune 1,000 companies. Pana was acquired by Coupa Software in February 2021.

Technical Account Manager │ Nov. 2020 - May 2021
- Maintained relationships for 90+ clients, maintaining NPS of 8/10
- Managed technical implementations, system integration, and data reporting for mid-market customers
- Conducted product training and check-ins to improve client satisfaction and product use

Product Support Specialist │ Nov. 2019 - Nov. 2020
- Led the development of new QA department for bug control, testing, and operations productivity
- Collaborated with product and engineering teams using Agile to prioritize releases, features, and roadmap adjustments based on user feedback
- Created troubleshooting methods that increased productivity for product and engineering teams by 35%