KELLY BEILE UX DESIGNER

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I believe great ideas can come from anywhere and
we find our way by first asking the right questions.

SENIOR UX DESIGNER at Sinclair Digital Group from Jun. 2016 - Present

- The lead UX designer on the producer experience of Chime In, a UGC platform
- Participated in a Design Sprint to define the core Chime In experience
- Helped define producer feature requirements based on user needs, meticulously documented each with user flows and wire-frames that allowed engineers to begin coding within a week
- Delivered UI designs, InVision prototype and Zeplin specs, worked with QA to capture P-0 bugs
- The lead UX designer on the StoryLine news and video web publishing tools
- Worked closely with a product owner and a cross functional team on and ongoing basis to fix existing tools and add new ones to a complex ecosystem
- Interviewed video content producers to capture user needs for a new set of tools on StoryLine that support an audience facing multi-platform video streaming service
- Led the UX design team in creating content parody between their cross platform designs
- Problem solved with back end and front end developers throughout the product life-cycle

PRODUCT DESIGNER at Porch from Feb. 2015 - Nov. 2015

- Designed a focused, intuitive experience that connects homeowners with the right professionals to complete home improvement projects
- The team's main product focus was on the home owner entry point, the connection experience that followed, and an on-platform history of the interaction
- The design life-cycle included defining a core problem space, white-boarding early user flows, creating wire-frames, using InVision to prototype flows, user testing, interpreting user data, iterating on visual and interface designs, delivering redlines and final designs

UX DESIGNER at Allrecipes.com Dates: Mar. 2011 - Feb. 2015

- Worked closely with designers, product owners and developers to create intuitive user experience for the complete responsive redesign of Allrecipes.com
- Collaborated using an Agile, Scrum methodology
- Compiled existing UI/UX patterns, data, and product requirements with user feedback to enhance user experience and achieved measurable results for business goals
- Combined Android design conventions with Allrecipes visual language to create the Dinner Spinner app for Android
- Uses sketching, white-boarding, wire-framing and delivered high fidelity designs

VISUAL DESIGNER at Microsoft (via Aquent) IEB Collective Studio from Oct. 2010 - Mar. 2011

- Designed Zune marketing and PR materials, email newsletters, UI, website assets, and illustrations for editorial placement
- Collaborated with art directors, designers and project managers for a fresh take on Zune while staying on brand

VISUAL DESIGNER at Microsoft Homepage Team (via Aquent) from May 2009 - May 2010

- Key designer for Microsoft.com web and mobile home page, including feature campaigns for Microsoft products such as Windows 7, Office 2010, Internet Explorer 8, DirectX, Expressions, and Bing
- Observed performance of featured campaigns, adjusting creative approach as needed to increase engagement

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Skills

UX Design

UI Design

Interaction Design

Graphic Design

Critical thinking

Prototyping

Idea sketching

Usability testing

User flows

Wire-frames

Design Sprints

Tools

Sketch

InVision

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Zeplin

Education

BFA Graphic Design
California College of the Arts
2006 Graduation

Design Internships

Readymade Magazine
Spring/Summer 2007

ManTech IS&T
Summer of 2005

Interests

Immersive art

Ceramics

Blacksmithing

Drawing & painting

Meditation