



kerrinmclaughlin

hello.kerrin@gmail.com

732.742.6787

kerrinrose.com

Education & Skills

Bachelor of Arts in **Interactive Multimedia** with a minor in **Graphic Design**
The College of New Jersey - May 2016, Graduated **Summa Cum Laude**

Skills:

- Interaction design: Sitemapping, Wireframes, User Flows, Prototyping
- Visual Design: Interface Design, Branding, Motion Graphics, Illustration
- User research: Ethnographic interviews, personas, usability testing
- Web Development: HTML5, CSS3/SASS, JavaScript, jQuery, PHP, MySQL
- Tools: Sketch, Adobe Illustrator, Photoshop, After Effects, Framer, Invision

Experience & Projects

Freelance Jr UX/UI Designer, Princeton, NJ (March 2017 - present)
Ripen Ecommerce

- Designed wireframes and user flows for new features
- Communicated reasoning and process behind work to Creative Director and stakeholders
- Developed interactive prototypes of new features with Framer and Invision
- Conducted UI audits for potential clients' websites

Design Intern, New York, New York (November 2016 - February 2017)
Originate

- Designed wireframes for key screens and presented design decisions to clients
- Translated wireframes into high fidelity interfaces
- Worked with development team to conduct visual QA, ensuring an accurate and time effective transition from design to development

Freelance Designer, Lawrenceville, NJ (May 2016 - November 2016)
IWorldSync

- Increased usability of b2b platform by redesigning key interface screens
- Translated wireframes into high fidelity mockups
- Developed HTML/CSS/JS prototypes from digital mockups
- Designed visuals and infographics to help explain product to clients in an engaging way

User Experience Research & Design Intern, Washington, DC (June 2015 - August 2015)
Ashoka

- Visually communicated website redesign's guiding principles by creating a dynamic prototype video
- Improved team knowledge on usability and accessibility in web design with informative infographics
- Made the hiring process easier to understand by mapping out service blueprint of the process
- Improved usability on job applications for candidates through user research and rapid prototyping

Honors & Awards

Winning team member of The Social Innovation Challenge
Challenge Presented by TCNJ Net Impact, April 2015

Winning team member of KPCB Build for Good Challenge
HackRU at Rutgers University, April 2015

Winning Design of Annual Users' Conference Program Cover Competition
The Virtual Academic Library Environment (VALE), 2014