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WORK EXPERIENCE

KAYLA MARLAND

user experience & visual designer

UX/UI Designer

HD Supply | Atlanta, GA

ebusiness product team

2018-present

- Hybrid UX/UI designer supporting design solutions for b2b site, *hdsupplysolutions.com*
- Created high fidelity prototypes for upcoming refresh of website and mobile applications
- Collaborated with product stakeholders to translated user requirements and feedback into viable design solutions for new website functionality

Designer

The Home Depot | Atlanta, GA

ecommerce creative team

2016-2018

- Designed a variety of layouts, illustrations, and typography elements in use across 20,000 unique product pages on *homedepot.com* as part of the newly-formed Digital Asset Execution team
- Created cohesive and compelling visual designs that effectively communicated stakeholder goals and improved overall customer experiences
- Conducted qualitative research to identify needs and goals of the consumers on the site through product reviews, Q&As, and in-store interviews
- Developed standards, best practices, and processes for content creation

Web Designer

Coats | Charlotte, NC

ecommerce team

2014-2016

- Produced wireframes and high fidelity mockups for B2C e-commerce site redesign *RedHeart.com*
- Created high fidelity UI mockups for redesign of B2B site, *freespiritfabrics.com*
- Created, edited, and maintained online content using the Hybris Management Console and specialized HTML/CSS coding

Student Designer

Georgia Tech Alumni Association | Atlanta, GA

marketing team

2012-2014

- Responsible for designing responsive websites, email communications, and a variety of digital content for Georgia Tech while creating a consistent, cohesive web presence for the university and its affiliates.

EDUCATION

B.S. of Industrial Design

Georgia Institute of Technology

2010-2014

SKILLS

User Experience Design, Interaction Design, Web Design, Visual Design, Sketching, Wireframing, Prototyping, User Flows, Usability Testing, Prototyping, Mockups, User Journeys, Iterative Concept Ideation, Branding & Identity, Photography

SOFTWARE

Adobe Creative Suite, Sketch App, Invision, HTML/CSS, Microsoft Office,