

# Kammi McChesney

Digital Product Designer • Boulder, CO



## Contact

952.406.1223  
kammi.design@gmail.com  
linkedin.com/in/KammiMcChesney  
www.kammi.design

## Education

General Assembly, 2020  
User Experience Design Certificate  
12-Week Bootcamp, 480+ hours

Edgewood College, 2013-2016  
B.A. Graphic Design,  
Web Design & Development  
Cum Laude

## Tools

Sketch  
Figma  
Adobe Creative Suite  
InVision  
ProofHQ  
Zeplin  
HTML + CSS  
Squarespace  
WordPress  
Airtable  
Basecamp  
Trello

## Skills

Low to High Fidelity Wireframing  
UI Design  
Sketching  
Prototyping  
Information Architecture  
Site Mapping  
Feature Analysis  
User Research  
Usability Testing  
Typography  
Motion Graphics

## Experience

### UX Designer • NexusEdge

August 2020 – September 2020

Worked on a small team of UX designers to create a web-based dashboard for the NexusEdge employer facing platform. Conducted research through user interviews and user testing, and created user flows, low and high fidelity wireframes, and prototypes for the NexusEdge team.

### Digital Designer • Pact Apparel

June 2018 – June 2020

Collaborated with the development team to redesign the e-commerce experience for Pact customers with a focus on ease of use for customers, brand cohesion, and driving sales. Also collaborated with the marketing team to design promotions and campaigns with touch points across multiple channels including the website, promotional emails, and social ads.

### Web Designer • Fix8 Media

June 2017 – October 2017

Designed and developed custom business and personal websites on the Squarespace platform. Responsibilities included overall site design with coding modifications, website wireframes and prototypes, branding, and client management.

### Freelance Digital Designer • Middle Seat

October 2016 – July 2017

Freelance designer for a digital marketing agency with a focus on organizations advocating for progressive causes. Work included original concept research and creation, social media ads, email marketing, and general campaign materials for numerous organizations including AFL- CIO, United We Dream, Food & Water Watch, and National Nurses United.

### Graphic Design Intern • Hunter Douglas, Inc.

October 2016 – December 2016

Created social media assets and in-house emails, assisted with photo post production for corporate marketing, designed product specification booklets, and created video + motion ads for marketing purposes.

### Graphic Designer • Edgewood College

August 2013 – May 2016

Worked between the college art gallery and student-led newspaper as a graphic designer. Maintained the art department's website with the latest gallery and exhibition information. Also redesigned and built website for On The Edge News, while also redesigning the branding.

### Graphic Design Intern • Goodman Community Center

July 2015 – December 2015

Designed newspaper ads, event invitations, informational brochures, banners, product labels, thank you cards, and signage for a local community center.