

KK D Keister

UX Designer & UX Researcher

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Columbus, OH

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Bakery owner turned user experience designer with a background in social psychology, I design laser-focused qualitative and quantitative research strategies to learn from my users and validate forward-thinking user-centered solutions. I am a passionate problem-solver advocating for accessibility and inclusivity from start to finish through any digital product development project, with a particular enthusiasm for community social enterprises and non-profit organizations.

RECENT PROJECTS

Voice Goals | [Portfolio](#)

- Full-spectrum researcher and designer for a gamified voice training tool for transgender people
- Investigated audio data analysis, data visualizations, and AI integrations

Queer in the Midwest | [Portfolio](#)

- Designed from concept to testing a clickable prototype in its entirety for a standalone podcast app
- Tested and validated solutions for gamifying social engagement with target audience members
- Translated findings for client-facing and stakeholder presentations

EXPERIENCE

GiveBackHack | Volunteer Event Organizer, Technical Support

November 2020 - Present | Columbus, OH | [Website](#)

- GiveBackHack is a volunteer tech org focused on social enterprise startups for humanitarian good
- Recruit, organize, and manage participants and community resources to support entrepreneurs

The Good Bye | UX/UI Designer

October 2020 - Present | Columbus, OH | [Website](#)

- Freelance collaboration with a local startup modernizing end-of-life planning for the digital age
- Design mixed method research plans, conduct user research, built an MVP funeral planning wizard

Columbus Community Pride | Volunteer Fundraising Organizer, Graphic Designer, Social Media Manager, User Experience Research

March 2020 - Present | Columbus, OH | [Website](#)

- Coordinate events both virtual and in-person to raise funds and festival awareness
- Content development of original social marketing materials and infographics
- Card sort, heuristic evaluations, & usability testing on Wordpress site

Pattycake Bakery | Worker-Owner, Board Member, Manager, Hiring Manager

September 2013 - July 2018 | Columbus, OH | [Website](#)

- Elected secretary of co-operative worker-owner board of trustees
- Consistently grew our business through both profit increase and market reach
- System overhaul including all bakery manuals, recipes, and employee handbooks
- Developed and tested recipes for commercial production

EDUCATION

Thinkful | Certificate, UX/UI Design (2021)

- 500+ hours on UX/UI design fundamentals and best practices including research, creating design deliverables, and collaborating with teams and clients to build accessible MVPs for mobile and web-based digital product development.

The Ohio State University | Bachelor of Science, Psychology (2013)

- Social Psychology concentration, minor in Women, Gender, & Sexuality Studies.
- Graduated Magna Cum Laude, 3.92 GPA

SKILLS

Research: Research design; survey design; user interviews; interview moderating; focus group moderation; competitive analysis; usability testing; heuristic evaluation; competition matrix; SWOT analysis; A/B testing; data analysis; written communication skills; presentation skills; translate findings for client audience; writing; qualitative research methods; quantitative research methods

Design: User-centered design; design thinking; user research; user interface design (UI design); graphic design; visual design; interaction design; high-fidelity prototype design; usability design; iterative design; mobile design; user personas; user stories; customer journey maps; wireframing; interaction flow; rapid prototyping; mockups; branding; style guides; user engagement; Agile methodologies; website design; web development; front-end development; content strategy; digital advertising; mobile marketing; social marketing

Programming & Coding: HTML; CSS; Python; JavaScript; SQL; C; Bootstrap

Tools: Figma; Adobe Creative Suite / Adobe CC; Adobe Photoshop; Google Drive / Google Workplace / GSuite; Google Analytics; Slack; GitHub; Microsoft Office; Open Broadcaster Software (OBS) Streaming; Zoom