

Kelcie Matousek

UX/UI Design

Designer interested in solving real world problems with data-backed, meaningful solutions. Highly skilled in communication, collaboration, and adapting to new situations and environments.

kelcie.matousek@gmail.com

kelciemdesign.com

785.851.7028

Experience

UX Designer

Software Manager

Elevate Arts of Wellness

January 2023-Present

- Design and manage website with focus on landing page conversion rates, SEO, and accessibility
- Manage back end booking software for seamless booking of 25+ employees, leveraging direct user feedback and experience to streamline and increase client retention
- Design branding materials and produce social media
- Conduct research, accessibility testing and competitive analysis, create user personas, user journey maps, wireframes, and other design artifacts to create digital user centered experiences

Assistant General Manager

Group Fitness Coordinator

Crunch Fitness

April 2020-November 2022

- Led and trained teams of 30+ employees across two departments
- Coordinated with stakeholders and departmental heads to develop and launch new class programming
- Conducted market research and customer surveys to build customer focused class schedules

Creative Freelancer

August 2018-Present

- Commercial clients include but not limited to: the Big 12 Conference, Outpost Worldwide, Kansas Office of the Governor, Integrated Therapy Services and LA Learn
 - Photographer and assistant video editor for three seasons Make48 through Outpost Worldwide
 - Still photographer on national campaign for Zivi Pets
 - Redesign for Integrated Therapy Services website to increase usability and accessibility

Lead Photographer

University of Kansas

Epic Productions

Outpost Worldwide

August 2015-July 2021

- Led teams of 2-5 photographers and videographers
- At KU, established a standardized workflow for creating, organizing, and disseminating content for social media and marketing
- Edited, uploaded, and wrote metadata under strict deadlines
- Coordinated with relevant industry professionals, editors, writers, and subjects for complete coverage

Education

Northwestern University

Certificate in UX/UI Design

April 2023

University of Kansas

Bachelors of Fine Arts in Design; Honors & Highest Distinction

Tools & Skills

Wireframing

Storyboarding

Component Design

Site Mapping

Prototyping

Usability Testing

Survey Design

Responsive Web Design

Public Speaking

HTML/CSS

Adobe Creative Suite

Figma

GitHub

Bootstrap

Premier

InVision