

Kellyn von Arx

User Experience Designer

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Award winning UX Designer with a passion for creating user-centric experiences. Unique ability to design inclusive and impactful digital solutions, leveraging strong empathetic and communication skills developed through 10+ years in ministry. Proven track record of delivering results for clients and stakeholders.

PROFESSIONAL EXPERIENCE

Consultant – Pittsburgh, PA

UX/UI/Product Designer, January 2018 – Present

- Designed nine intuitive digital solutions, drawing from my ministry background to understand diverse user perspectives.
- Identified and solved six complex design problems, prioritizing inclusivity and usability.
- Designed pitch decks for a salesforce consulting company, contributing to successful sales presentations.
- Redesigned 11 capabilities in an online academic journal, improving functionality and visual aesthetics through user testing and wireframing. Enhanced information architecture and organization using user journey mapping and card sorting.
- Designed a Figma-based dashboard showcasing five data elements for a healthcare application used by clinicians to track patient progress.
- Enhanced user engagement by 40% and information accessibility tripled by developing client-specific landing pages tailored to practice specialties
- Introduced and championed storyboarding, user testing, and user research at clients for the first time.
- Alleviated three unique pain points by performing User Experience Research with practice owners.
- Increased new user outreach by 15% by leveraging feedback and optimized SEO. Expanded in new user outreach and stronger connections yielded a 7% increase on the owner's other businesses.

Duquesne University – Pittsburgh, PA

Graduate Assistant, August 2017 – May 2018

- Assisted professors within the McAnulty College and Graduate School of Liberal Arts, overseeing the University Usability Lab and providing instruction to students on various topics.
- Offered open hours and tutoring for students, covering subjects such as HTML/CSS, JavaScript, Adobe CC, and User Experience Design and Research.

Fort Pitt Webshop – Pittsburgh, PA

User Experience Intern, January 2016 – June 2016

- Gained hands-on experience in UX design, providing feedback on projects and conducting UX research for a local non-profit.

EDUCATION

Duquesne University – Pittsburgh, PA

M.S. Media Arts and Technology, May 2018

- Relevant courses: Human Centered Design Thinking, Interaction Design, User Experience, and User Interaction
- Achievements: 4.0 GPA
- Kappa Tau Alpha "Top Scholar Award"

Duquesne University Center for Teaching Excellence - Pittsburgh, PA

Certificate of University Teaching

Geneva College - Beaver Falls, PA

B.A. Student Ministry

PROJECTS

- GDI Hackathon 2022 Hack on Health — First Place Member of a team of six individuals as the UX/UI Designer, designing and building an app focused on panic attacks. Guided users through anxiety relief methods. Achieved first place among 21 teams and over 500 registered participants.

SKILLS

- Prototyping, Wireframing, Usability Testing, Journey Mapping, Decision Mapping, Accessibility, Card Sorting, Persona Building, Storyboarding, Empathy, Collaboration, Design Thinking, Critical Thinking, Communication, Curiosity, Adobe XD, Balsamiq, Figma, UserTesting.com, Adobe Illustrator, Adobe Photoshop, OmniGraffle, Eye Tracking, Trello, Slack, Google Forms

ADDITIONAL EXPERIENCE

Children and Youth Coordinator - September 2015 - July 2023

Union Church, McKees Rocks, PA

- Developed positive and engaging experiences for young students, adapting skills in team leadership, program development, and community-building.

Development Assistant — November 2012 - December 2013

The Pittsburgh Project, Pittsburgh, PA

- Supported development efforts for a faith-based non-profit, drawing from my strong ethical foundations.

Elementary Coordinator — January 2011 - May 2012

The Pittsburgh Project, Pittsburgh, PA

- Managed and supervised afterschool programs, focusing on curriculum development, staff leadership, and cross-cultural sensitivity.