Kailen Swain | Product Designer

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WORK EXPERIENCE

Product Design Consultant, Momentic 5/23 - 1/24

Product Design Consultant for a Y-Combinator startup. Created wireframes, prototypes, and user journey maps for the core product's UX flows. Additionally, contributed to the development of branding guidelines and designed the company landing page to optimize user engagement and conversion.

Key Achievement
→ **Designed an intuitive human-in-the-loop editor to enable engineers to visually and interactively create tests.**

Product Designer, Flywire 02/20 - 04/23

Led design initiatives focused on enhancing user experiences within the healthcare division at a FinTech company, overseeing the creation of intuitive interfaces and streamlined workflows to optimize patient engagement and operational efficiency.

Key Achievements
→ Shipped design of consumer facing white-label patient portal for healthcare providers.
→ **Identified and addressed pain points in the payment flow, resulting in a 30% increase in conversion rate and over 200% growth in annual recurring revenue (ARR).**

Product Designer, Simplee 02/19 - 02/20

As the sole designer at a fintech startup, I simplified cognitive load by conducting usability testing and using qualitative analytics tools. This led to improved user satisfaction and reduced bounce rates.

Key Achievements
→ Championed creation of design system
→ **Raised annual revenue per user (ARPU) over 150% and total transaction volume (TTV) 300%**

UX Design Intern, Dassault Systèmes 05/18-09/18

UX Designer on the Solidworks CAD software team, conducted usability tests with users to iterate on the newest version of the 3DEXPERIENCE Cloud. Created elements for 3D modeling software design system.

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UX Design Intern, Adobe 05/17 - 08/17

Created documentation and elements for the Spectrum design system, which has been adopted by products at Adobe. Participated in sessions with users to tweak the Spectrum to best suit most common use cases.

Freelance Product Designer 08/22

Created prototypes and storyboards for a social media combined with e-commerce platform concept. Iterated on presentation materials and MVP prototype for investor pitch decks.

SKILLS

Product

Storytelling
Design Systems & Guidelines
Human-Centered Design & HCI
Visual & Brand Design
Interaction Design
Information Architecture
UX Testing and Research
Wireframing & Prototyping
Analytics
Roadmapping
Figma
Adobe Creative Cloud
Sketch
HTML, CSS, JS

Soft

Creativity
Communication
Emotional Intelligence
Active Listening
Critical Thinking
Problem-Solving
Adaptability
Teamwork
Time Management
Empathy
Conflict Resolution

EDUCATION

California College of the Arts (CCA)

Bachelor's of Fine Arts Degree, Interaction Design

General Assembly

10 week front-end web development course

AWARDS

2018 Adobe Creative Jam Judges pick

2017 Goldenberg Endowed Scholarship

2015 First Year Honors Program