



# KATILYN REESE

## UX / UI DESIGNER

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Arlington, Texas 76010

## EDUCATION

### Bachelor of Fine Arts in Communications Minors: Communication Studies, Marketing, Art History

University of North Texas

2019-2024

## CERTIFICATIONS

DigitalMarketer Digital Marketing Strategist

HubSpot Growth Driven Design

## OTHER PROJECTS

### Autonomous Vehicle Trailer System

2024 - Denton, Texas, United States

Conducted ethnographic studies and A/B testing sessions to create 38 user scenarios and 15 storyboards for ideation.

### Medical City Healthcare Extension

2024 - Denton, Texas, United States

Streamlined user flow, reducing steps from 19 to 12, enhancing the discharge process and medical aid applications.

## Professional Summary

Creative and user-focused communication design expert specializing in UX research, user-centered design, and digital product development. Proficient in crafting seamless, visually engaging user experiences through in-depth research, strategic wireframing, and intuitive prototyping. Known for enhancing customer journeys by applying data-driven insights and innovative design strategies. Highly skilled in industry-leading tools such as Adobe Suite, Figma, and Webflow, with a strong ability to manage projects and collaborate effectively with stakeholders. Recognized for delivering impactful designs that drive business growth and elevate user satisfaction across diverse industries. Dedicated to innovation and continuous improvement in all aspects of design and development.

## Skills

- **Interface Design:** Designed visually engaging and intuitive interfaces for websites, applications, and digital platforms. Focused on optimizing layout, typography, and interactive elements to enhance the overall user experience.
- **User Research:** Conducted comprehensive user interviews, surveys, and usability tests to uncover user behaviors and preferences. Leveraged insights to inform design improvements and enhance product functionality.
- **Prototyping & Wireframing:** Created detailed wireframes and interactive prototypes to visualize the structure and functionality of digital products. Utilized tools such as Figma, Adobe XD, and Sketch to effectively present concepts to stakeholders.
- **Team Collaboration:** Partnered with developers, product managers, and stakeholders to align designs with business goals and technical specifications, ensuring seamless project execution.
- **Responsive Design:** Designed adaptable interfaces optimized for desktops, tablets, and mobile devices, ensuring a consistent and seamless user experience across all platforms.
- **Usability Testing:** Performed in-depth usability testing to evaluate product performance, identify areas for improvement, and iterate on designs to meet user expectations and needs.

## Professional Experience

### Jun 2024 - Present Advent Trinity Marketing Agency | Arlington, Texas UX/UI Designer

- **User-Centered Design:** Designed intuitive and visually engaging digital interfaces that enhanced user engagement, leading to a 20% increase in user satisfaction.
- **Collaborative Development:** Worked closely with cross-functional teams to align design objectives with business goals, delivering cohesive and seamless user experiences.
- **Data-Driven Enhancements:** Led usability testing and analyzed user feedback to refine designs, achieving a 15% decrease in bounce rates and improved platform efficiency.



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## UX / UI DESIGNER

### TECHNICAL SKILLS

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Adobe Illustrator  
Adobe Photoshop  
Axure  
Canva  
ChatGPT  
Content Design  
Discord  
Figma  
HubSpot  
HTML  
iOS  
Mural  
Procreate  
Responsive Web Design  
Sketch  
Slack  
UX Research and Design  
Webflow

#### Key Contributions

- Nuvio
  - Nuvio POS System: Crafted and implemented strategic marketing initiatives to showcase Nuvio's all-in-one point-of-sale software. Improved brand visibility and customer engagement through focused digital campaigns and advanced SEO techniques.
  - Client Onboarding and Support: Partnered with businesses to facilitate the seamless deployment of Nuvio's POS system, enhancing operational efficiency and ensuring a smooth user experience.
  - Product Marketing and Outreach: Developed and executed targeted digital advertising campaigns to highlight Nuvio's key features, driving lead generation and boosting software adoption rates.

**Jan 2024 - Oct 2024**

**Four One Four Agency | Remote**

#### User Experience Design Intern

- Managed complex financial portfolios for high-net-worth clients, delivering customized wealth management solutions and achieving consistent portfolio growth.
- Enhanced client retention and satisfaction through strategic financial planning and personalized service.
- Innovative B2B Solutions: Designed and implemented cutting-edge B2B solutions to enhance client engagement and retention, leveraging CRM tools like Salesforce for strategic impact.
- Stakeholder Relationship Management: Cultivated strong relationships with key stakeholders, resulting in repeat business and long-term client loyalty.