

# Kaitlyn Chasarik

kchasarik@gmail.com | 9704124223 | Aurora, CO

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A transformative force who evolves digital products alongside their companies with a combination of strategic design and deep empathy for users, creating great design that isn't just about aesthetics—it's about solving real-world problems and enhancing the lives of people.

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## WORK EXPERIENCE

**Emerging Women** | Senior Web Developer 2021 - Present

- Steered website operations for this global leadership company with a 50,000 member reach.
- Led website overhaul project, aligning it with modern standards, resulting in a 100+ page site transformation.
- Managed a cross-functional team of five members to execute the overhaul project to the stakeholders' vision.
- Conducted A/B testing and usability testing to double the website's conversion rate.
- Collaborated with the business manager and CEO to prioritize website objectives and features.
- Developed the interface for the user dashboard, enhancing website functionality and user engagement.
- Ensured brand consistency through a new design system, reinforcing the company's identity across design.
- Maintained the website's information architecture, enhancing navigation and usability.
- Mentored and guided a new web designer, facilitating her transition into web product design.

**Hawke Media** | UI/UX Designer and Developer 2020 - 2023

- Designed user interfaces for web and mobile products for this award-winning marketing company.
- Led design revisions informed by user feedback for client BAM Capital, driving revenue growth by 173%.
- Strategized and mapped a crowdfunding project for client Nobody Studios, generating \$600 million in capital.
- Guided digital transformation and strategy for Cafe Aroma, expanding market reach to international standards.
- Iterated designs based on client feedback, user research, and usability testing to improve functionality.
- Organized backend dashboards to meet the company's operational needs, ensuring efficiency.
- Earned the nickname "unicorn" of the team for my collaborative and flexible work, performing multiple functions.

**Green Egg Media Online** | Senior UI/UX Designer 2021 - 2023

- Led the creation of intuitive user interfaces for digital products for this product development company.
- Designed and implemented calendar and data tracking elements for a femtech app, creating better usability.
- Developed comprehensive design systems for a green-tech B2B, ensuring consistency and efficiency.
- Created interactive prototypes for client presentations, communicating design concepts and functionalities.
- Conducted competitor analysis to identify market trends and opportunities, informing design strategies.

**Gr0** | Web Designer 2020 - 2020

- Crafted compelling visual storytelling elements for client websites for this SEO focused marketing company.
- Created conclusive user personas and journey maps to guide decisions and prioritize user needs and pain points.
- Collaborated with developers to ensure seamless integration of design elements and functionalities.
- Reduced user frustration and improved navigation for clients and customers through user research.

## **S&S Contracting Services** | UI/UX Designer and Developer

2017 - 2020

Spearheaded digital and web design for the subsidiaries of this multi-company contracting business.  
Implemented accessibility standards and best practices to ensure inclusive design for users with disabilities.  
Conducted heuristic evaluations and usability audits to identify areas for optimization in existing designs.

## **Frontsteps** | Web and Product Designer

2015 - 2017

Created custom product templates tailored to the world class SaaS divisions within this holding company.  
Orchestrated the redesign of client websites to align with evolving market trends and user expectations.  
Integrated advanced analytic and tracking tools into client websites, providing valuable metrics for user behavior.

## **\* Charcoal Grey Design Co.** | Senior Product Designer

2017 - Present

Created visually stunning and emotionally resonant product designs for clients, elevating user experiences.  
Optimized conversion funnels for client Balaeyon in the beauty sector resulting in +6,600% increased sales rate.  
Integrated qualitative and quantitative research into metaverse products for Virbela during rapid company growth.  
Orchestrated branding overhaul of 100+ products for The Motley Fool, for a cohesive identity that resonates.  
Collaborated with cross-functional teams to develop innovative solutions for complex design challenges.  
Implemented user feedback loops to gain insights and iterate on design solutions, ensuring regular improvement.  
Finely-tuned clients' mobile and web applications to create pixel-perfect, detail-oriented designs.  
Produced wireframes, prototypes, low fidelity and high fidelity iterations, overseeing end-to-end product builds.

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## **SKILLS**

**Design** | User Interface Design, Responsive Design, Design Systems, User Flow, Prototyping, Usability Testing, Competitor Analysis, Customer Journey Mapping, App design, Web Design, Web Development, Strategy, Visual Design, SaaS, Femtech, Fintech

**Tools** | Figma, Sketch, Canva, Adobe Creative Suite, Affinity, Wordpress, Shopify, Webflow, Git, Framer X

**Languages** | HTML, CSS, Javascript, Bootstrap, jQuery, React, PHP

**Work Style** | Detail-oriented, Growth Mindset, Analytic Processor, Innovator, Autonomous Worker, Team Player

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## **EDUCATION & CERTIFICATIONS**

**BFA Graphic Design** | Colorado State University | August 2011 - December 2014

**CSS, HTML & Javascript Certification** | W3Schools | December 2015

**Wordpress Expert** | 48in48 | April 2024

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## **GET IN TOUCH**

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**Portfolio** | [chargreydesign.com/portfolio](http://chargreydesign.com/portfolio)

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**Location** | Aurora, CO