



KARA NEELY

DIGITAL DESIGN, UI, UX

Digital Designer with more than 15 years of experience designing interfaces, digital communication and marketing collateral. Studying and gaining experience in User Experience Design.

“ Kara is a rare designer to find: wildly creative and down-right talented yet can follow direction to a T. I can always rely on her to get the project done right and on-time. Perhaps most importantly, she is open-minded and positive, an absolute joy to work with and be around. Any organization would be lucky to have her on their team. ”

~Senior Art Director,
iStockphoto

PROFESSIONAL EXPERIENCE

OneShift Jobs

Sydney:
Apr 2013
- Present

User Interface Designer

- Created user personas based on external contextual research of the current product
- Designed user flows based on the research insights
- Designed wireframes for desktop and mobile in Axure alongside Digital Marketing Manager
- Created prototypes in Axure and worked alongside developers to communicate the functionality
- Designed UI using Illustrator and Photoshop
- Designed wireframes in Axure for a mobile app alongside the CTO
- Designed EDMs alongside Digital Marketing Manager
- Designed social media collateral

Tapestry

Sydney:
Jan 2013
- Apr 2014

Interaction Designer

- Performed user research to determine painpoints, goals and needs of the younger demographic of our users
- Created personas based on user research
- Designed user flows alongside the stakeholder, based on user stories in an Agile environment
- Created navigation and site map in Axure
- Designed wireframes for iPhone and iPad in Illustrator and Axure
- Created prototypes in Axure
- Designed the UI using Illustrator and Photoshop, then worked with a Front-end Developer to implement the design
- Designed print collateral and banners for tradeshow using InDesign

News Digital Media

Sydney:
Jun 2011
- Dec 2011

Senior Digital Designer

- Did a competitive analysis of image galleries in media
- Designed the UI and storyboards for the image gallery across their network of news sites
- Designed and storyboarded interactive ads

iStockphoto

Calgary:
Jan 2008
- Apr 2011

Senior Digital Designer

- Designed interfaces of new modules on the site, alongside UX and the Art Director
- Designed magazine ad campaigns that ran in magazines such as Print, How and Macworld, alongside the Creative Director
- Designed EDMs alongside Marketing
- Designed tradeshow collateral including booth, banners, collateral and t-shirts
- Alongside The Creative Director and UX, redesigned the look and feel of the entire ecommerce website
- Created a wiki style guide for Front-end developers to follow as well as QA to refer to for testing

KARA NEELY

SKILLS



PROFESSIONAL DEVELOPMENT

Creating Research Based Personas, User Journeys & Goal Driven Design

*2 day workshop with Inclusive UX
Sydney: Oct 2013*

The workshops encompassed affinity diagramming, persona creation, using personas, goals, triggers & scenarios, user journeys and writing user stories.

Introduction to Lean UX Principles

*1 day workshop with General Assembly
Sydney: Jul 2013*

The workshop encompassed the principles, processes and tools of the Lean User Experience methodology and how to rapidly apply them to start-up projects.

PROFESSIONAL EXPERIENCE CONTINUED

Hitachi ID

*Calgary:
Apr 2004
- Dec 2007*

Usability / Digital Designer

- Redesigned the look and feel and interface of an enterprise password management web application
- Designed the look and feel and interface of a suite of enterprise identity management web applications, alongside the CTO and Front-end Developers
- Designed a styleguide for front-end developers
- Designed datasheets and tradeshow banners alongside Sales and Marketing
- Designed magazine ads for industry magazines

ClickSpace Interactive

*Calgary:
Jan 2001
- Apr 2004*

Digital Designer

- Designed the company branding alongside stakeholders
- Designed the look and feel and interface for an email marketing web application
- Designed the look and feel and interface for a home health care transfer web application
- Designed EDMs using Photoshop and Dreamweaver
- Designed the look and feel for client websites

Media Masters

*Edmonton:
Apr 1999
- Dec 2000*

Digital Designer

- Designed the look and feel of client websites
- Developed the websites using Dreamweaver
- Managed projects and accounts
- Designed brochures using Photoshop and QuarkXpress
- Designed CD-Roms using Director
- Designed graphics and titles for videos using After Effects

EDUCATION

Grant

MacEwan University

*Edmonton:
1997 - 1999*

Digital Arts and Media

The program encompassed learning and applying all aspects of multimedia including video and audio production, photography, print media, graphic design, web and new media design.

General Assembly

*Sydney:
Jan - Apr 2014*

User Experience Design

The course encompassed user research and user personas, business analysis and content strategy, usability principles and user testing, information architecture and navigation, wireframing and prototyping with Axure and interaction design of forms and search.