



Kayla Mesina

Product Designer

702-408-5748

mesinakayla.com

mesinakayla@gmail.com

EXPERIENCE

Freelance Visual Designer - Self-employed

April 2020 - Present

Translating best practices in usability and UX into user-centered designs and interfaces. Creating visual designs that effectively communicate product function and brand identity, including UX/UI, graphic design, and web design.

User Experience Design Intern - Marketing Maven Public Relations, Inc.

June 2020 - July 2020

Worked with the CTO and Marketing Analyst to audit the company's current website and redesign pages based on page performance, SEO, conversation rate, and a technical evaluation to maximize the user experience. Designed social media posts and ads for multiple clients. Contributed to social media strategy and made creative decisions based on market research.

Fellow/UX Designer - ARCS (Autonomy Research Center for STEAHM)

Sep 2019 - Aug 2020

Collaborated with cross-functional teams from CSUN and NASA throughout the design process, creating user flows and wireframes to building user interface mockups and prototypes to formulate, execute, and publish a UX research project on Explainable AI for Android. Directed the creative team on branding, creative brainstorming, prototyping designs, and criticism/feedback systems producing a design for a cohesive visual and spatial presence.

UX Designer/Project Manager - IntersectLA

April 2019 - May 2020

As a UX Designer, I communicated the user experience at various stages of the design process with wireframes, mockups, and prototypes. As a Project Manager, I executed and lead the conceptualization of designs for brand strategy, publications, and marketing materials.

Graphic Designer - CSUN Institute for Community Health & Wellbeing

May 2017 - Aug 2019

Directed various design projects, from concept development through production including event posters, email newsletter campaigns, social media, website redesign/maintenance, and blog set up.

ACTIVITIES

Product Designer - MIND - Product Design Mentorship

Oct 2019 - Dec 2019

10-week mentorship with Product Designers at Verizon Media delivering end-to-end design solutions from research and prototyping, to design execution and documentation.

Student Participant - META + LAB

Jan 2019 - May 2019

Participated in a 15-week UX/UI program focusing on designing and prototyping a mobile app using Adobe XD.

SKILLS

End-to-end Product Design
UX/UI Design
Visual Design
Interaction Design
Design Systems
User Research & Testing
A/B Testing
User & Task Flows
Personas
Storyboarding & Wireframing
Rapid Prototyping
Sketching & Illustration
Branding & Identity
Web Design & Development

TOOLS

Figma, Sketch
Keynote, InVision, Miro
XD, Photoshop, Illustrator
Adobe Creative Suite
HTML / CSS / Javascript
Webflow, Bootstrap

EDUCATION

California State University, Northridge

May 2020

B.A. in Art + Design –
Communication Design
Dean's List // SP19 - SP20

RECOGNITION

Fall19 Adobe Creative Jam

6th Place - UI Design