

# Kayla Mesina

Product Designer

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## EXPERIENCE

APRIL 2020 - PRESENT

### **Freelance Visual Designer** — *Self-employed*

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.

JUNE 2020 - JULY 2020

### **User Experience Design Intern** — *Marketing Maven Public Relations, Inc.*

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.

SEPT 2019 - AUG 2020

### **Fellow/UX Designer** — *ARCS (Autonomy Research Center for STEAHM)*

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.

APRIL 2019 - MAY 2020

### **UX Designer/Project Manager** — *IntersectLA*

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 led the conceptualization of designs for brand strategy, publications, and marketing materials.

MAY 2017 - AUG 2019

### **Graphic Designer** — *CSUN Institute for Community Health & Wellbeing*

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

## EDUCATION

2015 - 2020

### **B.A. in Art + Design** — *Communication Design*

California State University, Northridge

Dean's List // SP19 - SP20

## ACTIVITIES

OCT 2019 - DEC 2019

### **Product Designer** — *MIND - Product Design Mentorship*

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

JAN 2019 - MAY 2019

### **Student Participant** — *META + LAB*

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  
Figma  
Sketch

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