

# Kaylin Rochford

**Portfolio** [www.kaylinrochford.com](http://www.kaylinrochford.com)  
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## + experience

### Product Designer

Gusto  
Feb 2021 - Aug 2021

Scaled Gusto's payroll and HR product to serve growing small businesses by researching and designing a new geolocation feature for employee time tracking.

Delivered a north star vision proposal focused on redesigning core experiences to serve new user roles, gaining approval from design, engineering, and product leads.

Redesigned the two-factor authentication flow, increasing clarity for users and leading to a significant reduction in related support costs.

Collaborated with the design systems team to design and launch new slider and map components.

### UX Designer

UC Berkeley - CalCentral  
Nov 2018 - Jan 2021

Researched and designed user-centered solutions for UC Berkeley's student portal while integrating cross-functional requirements and gaining approvals from campus leadership.

Redesigned UC Berkeley's tuition payment tool, leading to a 26% year-over-year decrease in related support tickets.

Redesigned student portal notifications, increasing the read-rates of key communications.

Led effort to establish a design system, improving product consistency and efficiency of developer handoffs.

### UX Designer

UC Berkeley - Seismology Lab  
Jun 2017 - Oct 2018

Led a redesign of MyShake, California's official ShakeAlert earthquake early warning app, resulting in a 240% increase in downloads.

Designed a new experience for sharing and visualizing earthquake impact, leading to increased engagement and more than 57,000 user experiences shared in 6 months.

Collaborated with PMs, engineers, and managed two contract developers to implement redesign while delivering specs, prototypes, style guidelines, and graphics.

### Product Analyst

Geekbears  
Jan 2017 - May 2017

Designed web apps for startup clients, finding alignment with product strategy, end user needs, and technical constraints.

Delivered user flows, usability findings, and mockups.

### Design Consultant

Berkeley Innovation  
Aug 2016 - May 2017

Implemented human-centered methods to design a website for a startup, DotLabs, as a student design consultant.

Built prototypes and implemented HTML/CSS MVPs.

### Research Apprentice

Hsu Neuroecon Lab  
Feb 2016 - May 2016

Facilitated studies with 20+ study participants to support research into the influence of framing on decision-making.

Cleaned and prepared data for analysis.

## + education

### Stanford University

2021 - Expected 2023

Master of Engineering in Design Impact

### University of California, Berkeley

2013 - 2017

B.A. in Molecular and Cell Biology, Neurobiology Emphasis

### Haas School of Business

Jul 2016 - Aug 2016

BASE Summer: Business for Arts, Sciences, and Engineering

## + publications and speaking

### Speaker + Panel Organizer

Nov 2020

University of California Technology Conference

*Living Design Systems: Creating and Maintaining Cohesive Products*

### Primary Author

Dec 2018

Frontiers Journal: Frontiers in Earth Science

*MyShake: Using Human Centered Design Methods to Promote Engagement in a Smartphone-based Global Seismic Network*

K.Rochford, J.A.Strauss, Q.Kong, and R.M.Allen

## + awards and activities

### User-Centered Design Group

Jan 2019 - Jan 2021

As a steering member of the Berkeley design staff group, organized usability workshops for campus software teams.

### SPOT Award

Oct 2020

UC Berkeley staff award for exemplary performance and accomplishments.

## + skills

### Design

Figma, Illustrator, Sketch, Adobe XD, InDesign, Photoshop

### Research

Usability Testing, Workflow and Task Analysis, User Interviews, Surveys, MS Excel

### Development

Python, HTML, CSS, Javascript