

KELLY MCCOMAS human-centered designer & researcher

contact

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who i am

I integrate empathy, creativity, and storytelling into my human-centered approach to making meaningful changes and solving the right problems, thus improving the experiences of end users and driving innovation.

what i do

Research

User Stories

Journey Mapping

Contextual Interviews

Jobs-to-be-done Analysis

Storytelling & Presentation

Competitive Analysis

Usability Testing

Insight Synthesis

Storyboarding

Design

Industrial Design Sketching

Rapid Prototyping

Design Systems

Accessibility

User Flows

Create

Copywriting & Editing

Photography & Video

Tools

Premiere Pro

Photoshop

Illustrator

InDesign

DScout

InVision

Mural

Figma

Miro

education

Northwestern University // MS Design Innovation

Sep 2019 - Dec 2020

The University of Texas at Austin // BS Chemical Engineering

Aug 2014 - Jun 2018

work experience

UX Research Intern // Motorola Solutions

Jun 2020 - Aug 2020

- Planned and conducted 10 research interviews with public safety workers, citizens, and experts to develop team understanding and actionable insights about community public safety and user values
- Created frameworks to map a citizen's experience with public safety, understand the competitive landscape, and identify opportunities for innovation in the public safety space
- Designed proof-of-concept prototype for a public safety solution for communication between police and communities in agile sprints from ideation to development

Managing Editor // Do512

Jan 2019 - Jul 2019

- Held content team meetings to plan new editorial content for website with 1M+ monthly pageviews and newsletter to 350k+ subscribers, often to specifications of industry sponsors
- Interviewed musicians, visited restaurants, and researched topics such as SXSW festival events and films
- Wrote editorials; led team of 15 freelance writers; edited submissions for consistency and voice

human-centered design projects

UX Designer & Strategist // iRobot + Northwestern [sponsored project]

Mar 2020 - Jun 2020

- Developed strategic personas through 15 in-depth contextual interviews with potential and current iRobot customers to identify lawn care experiences, values, and pain points
- Designed lawn care service touchpoints, recurring revenue business model, and growth strategy

UX Designer // Feeding America + Northwestern [sponsored project]

Jan 2020 - Mar 2020

- Conducted interviews with 6 industry stakeholders and potential users to map the food delivery customer journey and identify opportunities to increase donations to Feeding America
- Prototyped and tested an integrated donation experience and strategy in series of agile design sprints

Service Designer // Hopelab + Northwestern [sponsored project]

Jan 2020 - Mar 2020

- Identified opportunities to improve resilience in LGBTQIA+ youth, guided by insights from 8 interviews with subject matter experts and potential users
- Prototyped physical/digital service artifacts and touchpoints for LGBTQIA+ youth ambassador program

Researcher & Designer // Austin Design Week Design-A-Thon [first place team]

Nov 2018 - Dec 2018

- Conducted 4 stakeholder interviews at Austin nonprofit and synthesized findings in design sprint
- Presented research and opportunities to meaningfully integrate human-centered design practices into the nonprofit to judging panel and public audience