

# Kasey Randall

**Product Designer. Strategist.  
Storyteller. Dragon Slayer.**



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## SUMMARY

I use design to tell a story and technology to solve problems. I help teams move the needle and will own mistakes. I can play it safe but prefer to push boundaries. I ask the tough questions but listen carefully. I'm highly involved in the design community and bring people together. I've seen success from humble startups to massive corporations. I take pride in all I've done so far and excited for what's to come.

## PROVEN SKILLS

Design thinking methodology  
Building and managing design systems  
Team building, cross-team collaboration  
Gaining stakeholder & partnership buy-in  
Design feedback, direction, mentorship  
UX best practices & research strategies  
Usability studies, validation, analysis  
User flows & wires, rapid prototyping  
UI / front-end implementation  
Motion design & animation  
Data visualization, dashboard design  
Native apps, web, custom software

## METHODS OF MADNESS



## PROUD ENDEAVOURS & ACTIVITIES



**Austin Tech & Experience group (ATX)**

Founder

Aug 2021 - Ongoing



**District Creatives**

Co-Founder

Jun 2017 - Dec 2020



**Amazing Design People List**

Event Host & Mentor

Apr 2020 - Aug 2021



**Drinking with Designers Podcast**

Host

May 2019 • 1 season



**Make America Dinner Again**

DC Chapter Head

Dec 2017 - May 2019



**NOLA Pokecrawl (Fundraiser)**

Founder, Coordinator

Aug 29, 2016

## EXPERIENCE

### Head of Design



Oct 2021 - Oct 2022 • Austin, TX

Managing user experience and interaction design initiatives across all Tribevest products, marketing, and brand.

- Raised customer acquisition and retention 14% MoM via marketing and product initiatives, improvements, implementing feature requests
- Connected with customers directly to explore pain points, discover unseen problems, understand their intention and needs
- Conducted usability studies to validate assumptions, decide on best design solutions and direction
- Introduced the mobile companion app (beta), connecting investors and tribes like never before
- Implemented UX huddle process, presented data and research findings to leadership team
- Crafted and managed Design System & Components across web and mobile apps

### Senior Interaction Designer



Jan 2020 - Oct 2021 • Washington, DC

- Led the redesign of SiriusXM Sports, Account Management, more
- Delivered 4% conversion WoW via research, UX and interaction design, prototyping, user testing, cross-team collaboration
- Led various UX team meetings and presentations to leadership
- Participated in and improved UX team huddle and review process

### Product Designer



Feb 2019 - October 2020 • Contractor

- Worked with various clients to implement new features and update existing app functionality via research, UX design, prototyping, & user testing
- CurrentMD: Created a better focused experience for Doctors 'on-the-go'
- TotilPay: Took this product from 0-1 in a matter of months, redesigned their mobile and tablet apps

### Senior UI/UX Designer



Oct 2017 - Oct 2019 • Washington, DC

- Owned the product design and UX initiatives on one of U Group's primary Department of Defense contracts
- I guided a small team of UX designers to run user research and usability studies, wire-framing, prototyping, development hand-off

### Senior UI/UX Designer



Apr 2017 - Oct 2017 • Washington, DC

- Transform functional specs, test results, and business requirements into successful design solutions and product updates.
- My login design tests resulted in a major success rate jump from current login screen at 33% to new concepts at 80%~

### UI/UX Designer



Feb 2015 - Jan 2017 • New Orleans, LA

- Created simple, intuitive design solutions for custom web-based software and mobile apps, primarily for our main client Aptify
- Delivered successful software solutions and strategies to help raise customer conversion, manage teams and tasks, etc.

## EDUCATION

### Bachelors of Arts

Visual Arts: Digital Media and Animation

2007 - 2012 • Graduated with Honors

Southeastern Louisiana University

\*\*References upon request\*\*