Kasey Randall

Product Designer. Strategist. Storyteller. Dragon Slayer.





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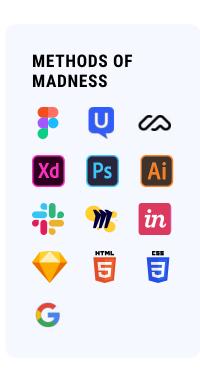
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SUMMARY

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



PROUD ENDEAVOURS & ACTIVIES

Native apps, web, custom software



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 Deisigners Podcast

May 2019 • 1 season



Make America Dinner Again **DC Chapter Head**

Dec 2017 - May 2019



NOLA Pokecrawl (Fundraiser) Founder, Coodinator Aug 29, 2016

EXPERIENCE

Head of Design



Oct 2021 - Oct 2022 • Austin, TX

Managing user experience and interaction design intiatives 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

RADOLO

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