





Kelsey Rae Horowitz

PRODUCT DESIGNER

In my free time you can find me biking, practicing photography, & probably re-doing my resume

CONTACT

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SKILLS

Research

User Interviews
Usability Testing
Heuristic Evaluation
Focus Groups
Wireflows
User Flows

Design

UX / UI Design
Information Architecture
Personas
Rapid Prototyping
Wireframes

Toolkit

Figma
Sketch
InVision
Axure
Adobe (XD, Illustrator, Photoshop, InDesign)

EDUCATION

Avocademy UX / UI Bootcamp
February 2021

Elon University
May 2019
Bachelor of Arts:
Psychology & Strategic Communications
cum laude

National Conference for Undergraduate Research
Presenter
April 2019

Study Abroad Denmark
December 2017

EXPERIENCE

THE GUAC GROUP

Product Designer / February 2021 - Present

- Design end-to-end experiences catering to the firm's clients, in collaboration with other team members

SPLENDID / DELTA GALIL

Experience & Visual Intern / January 2021 - March 2021

- Implemented new online experience for distributing seasonal launches by working with Creative Director to document playbook for market launch by converting in-person process into multi-step digital process
- Consolidated weekly feedback between textile designers and manufacturers, ensuring deadlines and deliverables were met

FREELANCE

Visual Designer / November 2020 - Present

- Utilized my network to create a client base resulting in 20+ projects for 18 clients
- Design deliverables included: custom graphics, logos, animations

DRAW FOR PAWS / LOCAL NON-PROFIT

Visual Designer / November 2020 - December 2020

- Designed visual assets for three fundraising events in the New York area consisting of posters, flyers, and digital assets for social media campaigns

DIS - DANISH INSTITUTE OF SCANDINAVIA

HR Program Assistant / January - June 2020

- Facilitated entire contract & visa processes as main contact for 14 incoming interns
- Collaborated with employees across all departments for administrative & reception tasks
- Designed introductory employee handbook & professional development catalog

ELON TECHNOLOGY SERVICES

Technology Service Desk Assistant / September 2018 - May 2019

- Leveraged existing information database to quickly and emphatically resolve 20+ student and faculty technology issues weekly

Additional experience in PR listed on LinkedIn

RESEARCH REPORTS

- The Commodification of Hygge Through Instagram: An Analysis of the Danish Phenomenon Portrayed on Social Media
- Where You Belong: Evaluating Undergraduate Students' Sense of Engagement
- How Psycho-Social Factors Influence The Type of Counterspaces Jewish College Students Engage In