



KELLY BYRNE

Web Designer/Developer
Video Creator

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EDUCATION

The Art Institute of NYC

Web Design and Interactive Media

James Madison University

Writing, Rhetoric, and
Technical Communications

SKILLS

Low to High Fidelity Design

Prototyping

Persona

Storyboarding

Wireframing

User Research

Usability Testing

TOOLS

Adobe Creative Suite

Sketch | Figma | Invision

HTML | CSS | JavaScript | JQuery

Wordpress

Bootstrap

Microsoft Office

EXPERIENCE

SP+, WEB DESIGNER & CONTENT CREATOR

February 2022 - Present | New York City, NY

Responsible for designing parking guide mockups using Photoshop, as well as updating current websites and landing pages. Develop parking guide websites and promotional landing pages using Elementor while setting SEO. Design and develop videos for Google marketing ads using Premiere Pro. Work closely with internal and external clients on ways to increase product quality.

Upwork, FREELANCE UI/UX DESIGNER

November 2020 - Present | New York City, NY

Designed multiple Wordpress and Squarespace websites. Produced low to high prototypes using Sketch, Figma, Invision and Adobe XD.

Personal Projects, UI/UX DESIGNER

July 2016 - August 2021 | New York City, NY

Designed mobile and web apps, as well as landing pages using Sketch, Invision, and Adobe Creative Suite. Coded responsive websites using HTML, CSS, JavaScript and JQuery. Stayed up to date with technology and current trends of UI/UX Design.

Little Pim, FREELANCE WEB DESIGNER

Sept. 2014 - Jan. 2015 | New York City, NY

Utilized Adobe Creative Suite to redesign client's website focusing on a streamlining approach which increased visitor time on page by 75%. Leveraged user flows in the creation of workflows, story mapping, and prototypes using Adobe Suite.

Magnify.net, WEB INTERN

January 2014 - June 2014 | New York City, NY

Produced sketches, wireframes and mockups for client's landing page redesign using Adobe Creative Suite. Designed, coded, debugged and launched newsletters through MailChimp while using research, conceptual thinking and typography.

BCF - Boom Your Brand, WEB INTERN

January 2011 - March 2011 | Virginia Beach, VA

Collaborated with a team to launch a campaign website. Performed A/B testing using Litmus.