# Kelsey Wirtzfeld

Portland, Oregon • kelswirtz@gmail.com • linkedin.com/in/kelswirtz • WirtzfeldDesigns.com

**UX Designer & Researcher**

I have worked on multiple award-winning sites, balanced complex data with unique task flows for both nonprofits and Fortune 100 clients, and turned complicated research results into actionable insights. I'm an advocate for accessible design and audience-centered solutions, and enjoy the challenge of weaving the unique needs of each project into a seamless result.

## WORK EXPERIENCE

### Owen Jones and Partners • May 2022 - Oct 2024
**UX Designer**

- Awarded "Rookie of the Year" award for my first year.
- Worked on several highly custom digital experiences for both nonprofits and Fortune 100 clients, including multiple award-winning sites.
- Engaged in UX research to inform digital experience strategy and interface design with stakeholder interviews, competitive reviews, usability tests, heuristic analysis, and audience research, turning data into tangible and meaningful insights and advocating for audience needs and preferences.
- Created information architectures, wireframes, user flows, functional documentation, research findings and recommendations, and interactive prototypes, presenting to both internal and external teams.
- Collaborated in the integrated UX, design, and development team throughout the project's lifecycle, including initial research, design, development, and testing.

### Benten Technologies, Inc. • Feb 2022 - Mar 2022
**UX Designer (Contract position)**

- Collaborated with a team in multiple time zones to produce a testable high-fidelity prototype for a mobile app focused on engaging young girls in STEM.
- Implemented a UX Design process, including analysis of user research, concept creation and refinement based on client input, defining multiple personas, and building storyboards and wireframes.

### Reed College • Portland, Oregon, United States • May 2001 - May 2021
**Systems Coordinator (included UX Designer role)**

- Division representative in college-wide tech and communication initiatives.
- Piloted the creation of an in-house system that enabled our staff to more effectively use information to support students, staff, and faculty, including in crisis-response situations.

- Led brainstorming sessions and gathered feedback on, audited, and revamped primary systems to be more intuitive, user-friendly, adaptable, inclusive, and comprehensive.
- Drove user research and interviewing, feature validation, system and interface design, dashboard creation, data design, information architecture, sketching, prototyping, and testing for over 20 departments.
- Worked with developers to implement system and interface improvements for tech infrastructure for division of Student Life.
- Provided extensive introductory training, and as-needed ongoing trainings for all new (~30/year) and current (~80/year) divisional staff, as well as select staff from other divisions (~10/year).
- Collaborated with developers to promptly, compassionately, and efficiently address database or system issues and/or requests, including troubleshooting and testing.
- Served as Tech Liaison for the Senior Leadership Team for the division.
- Created numerous visual representations to effectively communicate information as needed, including infographics and data reports.
- Handled sensitive data and confidential communications for Title IX, student academic, and conduct situations.

**Executive Assistant to the Vice President & Dean of Students**

- Provided full administrative support for Vice President/Dean of Student Services and multiple Associate Deans/Directors.

**Administrative Coordinator for the Office of Residence Life & Disability Support Services**

- Provided full administrative support, led workshops regarding off-campus housing, provided disability accommodation materials for qualified recipients.


### EDUCATION

### Certificate in UX Research Masterclass
Zero to UX • Jan 2025 - Present

100+ hours: Advanced UX research topics, Quantitative UX analysis, UX research business strategy, Human factors UX psychology, UX leadership & management, Using AI to supplement the research process (IN PROCESS - Anticipated completion: May 2025)

### UI/UX Design
Springboard • Sep 2020 - Feb 2022

700+ hours of hands-on course material, with 1:1 industry expert mentor oversight, and completion of 4 in-depth portfolio projects. Mastered skills in information architecture, sketching and wireframing, prototyping and testing, eCommerce and browsing, persuasive and anticipatory design, gamification and behavior change, dashboards and data design, social media and messaging, and product lifecycle.

### Bachelor of Arts - BA in Environmental Studies
Lewis & Clark College

## CERTIFICATIONS

**Masterclass: "How to Use AI Ethically in UX Research"** • Jan 2025
IxDF - The Interaction Design Foundation

**Masterclass: "Become a Sustainable Designer"** • Oct 2024
SUX - The Sustainable UX Network

**Masterclass: "Design Tokens: Powering Your Design System"** • Oct 2024
IxDF - The Interaction Design Foundation

**Certificate of Membership** • Sep 2024
IxDF - The Interaction Design Foundation

**UI/UX Design Career Track** • Feb 2022
Springboard

**Sketch for UX Design** • Feb 2021
LinkedIn

**Unconscious Bias** • Dec 2020
LinkedIn

**UX Design: 3 Creating Personas** • Dec 2020
LinkedIn

**Learning Design Research** • Oct 2020
LinkedIn

**Sketch Essential Training: The Basics** • Sep 2020
LinkedIn

**Mental Health First Aid** • Jan 2019
National Council for Mental Wellbeing

## AWARDS & SCHOLARSHIPS

**Medal Class Gold (Health/Community Space): The Choose Kindness Project**
Webby Awards (Anthem Award 2023)

**Medal Class Silver (Public Space): The Choose Kindness Project**
Webby Awards (Anthem Award 2023)

**Medal Class Silver (Special Projects): The Choose Kindness Project**
Webby Awards (Anthem Award 2023)

**Medal Class Silver (Partnerships or Collaboration): The Choose Kindness Project**
Webby Awards (Anthem Award 2023)

**Official Nominee (Best User Interface): The Choose Kindness Project**
Webby Awards (2023)

**Official Honoree (Sustainability & Environment): Kobold Metals**
Webby Awards (2024)

**Official Honoree (Best Data Visualization): Kobold Metals**
Webby Awards (2024)

**Rookie of the Year** • Feb 2022
Owen Jones and Partners

## VOLUNTEERING & LEADERSHIP

**Depave** • Jun 2012 - Present
Constructive destruction

Participate in work parties for removal of pavement to create room for community infrastructure and reconnection to nature.

**Johnson Creek Watershed Council** • Jan 2007 - Present
Writing / Editing / Layout / Planting

Wrote and edited articles and designed ads for newsletters. Created PowerPoint presentation for 2007 annual meeting. Supported creation of publicity materials. Led and supported events for "Johnson Creek Days" programming in 2012. Continue to volunteer at various planting events.

**Friends of Trees** • Oct 2005 - Present
Tree planting

Plant native trees, shrubs, and wildflowers to enhance wildlife habitat and community greenspaces.

## SKILLS

Adobe Illustrator, Communication, Content Strategy, Customer Journey Mapping, Data Visualization, Design Research, Design Thinking, Empathy Mapping, Experience Design, Figma (Software), Heuristic Evaluation, Information Architecture, Interaction Design, Multi-Device Design, Presentation Skills, Prototyping, Responsive Web Design, Search Design, Sketch, Sustainable Design, Systems Thinking, Typography, Usability Testing, User Flows, User Personas, User Research, UX Research, Visual Communication, Wireframing

**Interests:** Adaptive technologies and prosthetic improvements, Biomimicry, Kickboxing, Piano playing, Reading (slightly obsessively), Sign Language