

Caylie Wells

UX // UI // PRODUCT DESIGNER

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SKILLS

Product Discovery
Generative Research
User Research
Workshop Facilitation
Visual Design
Interaction Design
Information Architecture
Stakeholder Management
User Testing
Responsive Design

TOOLS

Sketch
InVision
Adobe InDesign
Adobe Photoshop
Adobe Illustrator

EDUCATION

Indiana University
Bloomington, IN

Bachelor of Science
in Kinesiology - May 2013

EXPERIENCE

Product Designer

Lessonly, Indianapolis

June 2018 - Present

I support a specific squad within the product team at Lessonly consisting of a product manager and engineers.

My responsibilities include generative research and customer interviews for our discovery phase, workshop facilitation (problem statement, ideation), solution proposals for new features and enhancements to existing features, lo-fidelity sketches and wireframes, hi-fidelity wireframes and prototypes, and user testing.

Experience Designer

Slalom Consulting, Chicago

May 2017 - June 2018

Part of a team specializing in digital design, branding, story-telling, space design, and service design. I assisted in creating and designing internal collateral for corporate and social events, client proposal decks, and have partnered with clients for the following:

UX // UI Design Client Work:

International health care company – lead a project to design the future of their corporate intranet homepage to drive more traffic across a variety of features. I designed 3 hi-fidelity Sketch wireframes and provided recommendations based on user feedback.

International investment/insurance agency – managed facilitation of remote user testing on conceptual wireframes and presented feedback to client with recommendations for future designs.

International pharmaceutical company – researched use cases, built user flows, and designed Sketch wireframes for an application governance and workflow tool.

Brand Design Client Work:

Partnered with one of the largest pharmacy chains in the US to rebrand over 200 of their specialty pharmacy documents. My team also built a brand standards guide for all internal employees as well as a marketing guide and digital internal sales aid for their sales team.

UX Designer

DESIGNATION LABS, Chicago

October 2016 - April 2017

Developed my design skills in an immersive 70+ hours/week digital design bootcamp. I practiced user-centered design methodologies in an agile environment. My team conducted user research, improved information architecture, designed mid-fidelity prototypes and iterated on our designs based on user feedback. We worked with small, start-up companies in the Chicago area and presented our designs to them at the end of each 2-week sprint.