

Kelly Crabtree

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Summary

I'm a UX/UI designer with an expansive background in a variety of artistic mediums. Along with being highly experienced in layout and mobile design, I utilize my art skills to visually enhance projects. While working independently and collaboratively on projects, I maintain a commitment to achieving visual innovation and simplicity.

My education and certifications include:

- MFA in Visual Art
- Certification to teach K-12 art in the State of Florida
- Certification in UX/UI Design from CareerFoundry

My design process varies depending on the user's need but here are a few things I focus on:

- User Research
- User Testing - Preference, A/B, Usability
- User Stories
- Create Personas
- User Flows
- Wireframes - Low, Mid, and High Fidelity
- Mood Boards
- Style Guides
- Design Systems
- Prototyping
- Branding
- Figma, Illustrator, Photoshop

View my portfolio : Crabtreeartstudios.com

<https://www.behance.net/kellycrabtree>

Experience



Lead UX Designer

Landstar

Feb 2022 - Present (8 months +)

Working across multiple teams in an agile framework to design the user experience and UI of Landstar's internal and applications. Maintaining the Landstar Design System for use through our applications.



UX / UI Designer

System Soft Technologies

Nov 2020 - Feb 2022 (1 year 4 months)

Design websites and mobile applications for a variety of clients, participate in daily stand-ups, sprint planning, user testing and journey mapping. Create rapid wireframes, mockups and clickable prototypes.
Design style guides, document asset libraries and internal design systems.
Developed and lead design thinking workshops.

UX/UI Designer / Graphic Designer

Crabtree Art Studios

Jul 2014 - Feb 2022 (7 years 8 months)

Design digital artwork and design for commission-based projects. Tools used include Adobe Illustrator, Photoshop, XD, Sketch, InDesign, Invision and Balsamiq. Artwork includes painting, drawing and illustration.



UX / UI Design

A. Harold & Associates, LLC

Nov 2019 - Nov 2020 (1 year 1 month)

Collaborate with developers and customer experts to develop static and interactive media assets for training products: 2D/3D graphics, diagrams, charts, tables, photos, videos and animations, email and web content, infographics. Select colors, fonts, photographs, layouts, and other design elements. Optimize media assets for web and mobile platforms



Digital Art & Graphic Design Instructor

Ponte Vedra High School

Nov 2019 - Aug 2020 (10 months)

Teach Adobe Illustrator, Photoshop, XD and design skills. Digital design tools and skills to high school students. Concentration placed on illustration techniques, photo manipulation and mobile design skills. Teach AP college credit portfolio classes in 2D art and design.



Visual Art Teacher

Clay County District Schools

Jun 2017 - Nov 2019 (2 years 6 months)

Teaching visual art to K-6 classes including foundation art techniques, art history, and STEAM curriculum building.

Education



CareerFoundry

UX Design Certificate, UX Design

2019 - 2019



Jacksonville University

Master of Fine Arts - MFA, Visual Arts

2016 - 2018

Masters of Fine Art with a concentration in painting and illustration



Flagler College

Bachelor of Arts - BA, Fine/Studio Arts, General

2011 - 2013

Licenses & Certifications



Teacher Of Art - Comprehensive K-12 - State of Florida



UX/UI Design - CareerFoundry

Skills

User Experience Design (UED) • User Interface Design • Adobe Creative Suite • Figma • Wireframing
• Agile Project Management • Prototyping • ADA Compliance • Workshop Development