

KELLY PEDERSEN

USER EXPERIENCE DESIGNER AND DEVELOPER

WWW.KELLYMPEDERSEN.COM

kellympedersen@gmail.com

507.259.6722

A user experience designer, developer and effective communicator honing my skills in the ever-changing, ever-growing digital marketing industry.

+ SKILLS

Sketch, XD, InVision, Photoshop, Illustrator, Abstract, Dreamweaver, HTML5, CSS, Javascript, JQuery, Omniture, Google Analytics, DoubleClick

+ PROFESSIONAL EXPERIENCE

Current

May 2019

U.S. Bank

UX Visual Interactive Designer

Through user-centered design, accessibility best practices, and UX led research I currently am responsible for creating the design patterns for multiple small business applications. I partner daily with our content strategist, accessibility consultant, user architect, business line, risk and development team to continually improve the digital experience.

Within the past year I have designed and observed multiple user testing sessions led by our UX research partner over user zoom, in-person, and assistive technology specific users. Through our research findings I was able to re-design problem areas and introduce better digital opportunities to our design system including an accessible predictive search functionality.

As a UX visual design representative, I also lead the onboarding efforts for the Minneapolis area for all new visual design hires.

May 2019

October 2012

Minnesota Timberwolves & Lynx

Interactive Designer/Developer

As a former lead designer and developer of Minnesota Timberwolves and Lynx digital products, I worked daily to collaborate with multiple departments and agencies from concept to completion on projects including mobile and watch apps, websites, and campaign strategies by creating wireframes, developing web and mobile assets, provide QA testing, and seeing through to final execution.

In my six plus years of experience in Digital Innovation, my role evolved from creating digital paid media including out of home web banners and social engagements, to managing web analytics and research. Each and every one of these expanded roles has helped improve my design and development skills to provide the best user experience and user interface designs.

Through my design leadership and innovation, I was able to bring new technology to our fans and engage a brand-new audience to strengthen our corporate partner's relationship with Fitbit. I designed and developed clock faces through the Fitbit app, made downloadable through our app.

Leading the Minnesota Lynx efforts from 2013 to 2019, we were awarded the WNBA Digital Engagement Award twice in 2013 & 2016, as well as our collaborative efforts winning the Marketing Franchise of the Year in 2017 and the NBA Digital Innovation award for 2018-19.

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+ EDUCATION

- January, 2020 • **Deque University**
U.S. Bank
Completed Deque's courses for accessibility training
 - November, 2016 • **DXSummit Conference 2016**
Chicago, Illinois
Represented the Minnesota Timberwolves & Lynx
 - December, 2011 • **Bachelor of Science Visual Communications**
June, 2009 • Brown College - Mendota Heights, MN
3.7 GPA
Emphasis in Multimedia
 - May, 2009 • **Graphic Communications**
August, 2008 • Moorhead State University Minnesota
Dean's List Fall & Spring
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