



# KELSEY HUMPHRIES

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## EXPERIENCE **UX Designer | Branding Brand | September 2013– September 2015**

- Designed mobile sites and apps for major e-commerce brands
- Analyzed client sites and provided recommendations to improve
- Devised and implemented A/B tests and measured results
- Oversaw design of new products from conception to launch

## **UX Design Lead, Expedia Capstone Project | Carnegie Mellon | 2013**

- Investigated discovery experiences in relation to travel planning
- Responsible for interaction design for > 8 prototypes
- Oversaw UX design and managed team of five students
- Tested final design in Expedia usability lab with 10 participants and facial EMG technology

## **Product Designer, Urova | Johns Hopkins | 2011-2012**

- Designed a new medical device to treat stress urinary incontinence (SUI)
- Created 3D models of the design using Pro/Engineer, which were then used to fabricate prototypes for clinical trials in rodents
- Created an animation using 3dsMax to explain SUI and to present design
- Teammates formed Urova Medical, LLC to continue development
- Reached finalist standing in Hopkins Business Plan competition
- Company accepted into ZeroTo510, a \$50,000 accelerator program

## **Neural Engineering Research | Tsinghua University, Dr. Xiarong Gao | 2011**

- Tested effects of stimulus frequency, subject gender, and dominant handedness on inter-hemispheric transfer time
- Created MATLAB program to present stimuli and collect data from EMG
- Coordinated testing of 10 subjects and analyzed results

## SKILLS

### user research

contextual design  
 think aloud  
 A/B testing  
 persona design  
 storyboarding  
 heuristic evaluation

### design

Sketch  
 Photoshop  
 Illustrator  
 InDesign  
 AfterEffects  
 Pro/Engineer

### prototyping

HTML/CSS  
 Javascript  
 MATLAB  
 Arduino  
 C++  
 Java

### language

fluent in written/  
 spoken Spanish

## EDUCATION **Carnegie Mellon University**

Master of Human-Computer Interaction  
 Pittsburgh, PA | Graduated August 2013

## **Johns Hopkins University**

BS in Biomedical Engineering | BA in Spanish Language  
 Baltimore, MD | Graduated May 2012