



KELSEY HUMPHRIES

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EXPERIENCE **UX Designer | UPMC Health Plan | March 2016- Present**

- Led joint effort between design and development to build and implement a scalable design system
- Analyzed the current state of the content, interface, and experience of the UPMC Health Plan member portal through heuristic evaluation, stakeholder interviews, and content mapping
- Redesigned the member portal from early concepts to high-fidelity visual designs
- Digitized and streamlined the user flow for submitting a leave of absence request
- Wrote and facilitated user studies to learn more about UPMC members
- Sped up the design and development workflow by training team members on new tools, such as Sketch and Zeplin.

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

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