
With 5 years of experience in UX design, my expertise spans graphic design, iOS development, and leadership in design, allowing me to deliver innovative, user-friendly solutions for diverse clients. My goal is to shift my experience in design and tech into themed experience design.

SKILLS:

UX Design & Research | iOS Development | Style Guide Development | Brand Consistency | Content Design & Strategy | Project Management | Prototyping | Information Architecture

EXPERIENCE:

Lead Design Mentor | Design Mentor, Apple Developer Academy, Michigan State University, 2021 – Present

- Collaborate with program leadership to enhance the academy's effectiveness, shaping the learning standards for 200 developers annually.
- Manage and mentor over 80 design projects, guiding entry-level developers in UX design, Swift development, and tools like Sketch and Adobe Creative Suite.
- Develop high-impact curricula on design thinking, UI/UX principles, and accessibility standards, ensuring content is both user-friendly and inclusive.

Freelance Designer, Paramount/Nickelodeon, 2024
Nickelodeon Theme Parks Brand Toolkit Refresh

- Developed comprehensive design systems for Nickelodeon theme parks, creating marketing and in-park materials that align with brand standards.
- Designed versatile compositions, type treatments, and mockups for advertising campaigns, ensuring a consistent brand image across all touchpoints.

Creative Director, Sinclair Creative, 2017 – Present

- Provide UX, graphic, and experience design services across web, print, and mobile platforms, ensuring brand consistency and user engagement.
- Develop high-fidelity prototypes and immersive event experiences, leveraging user data and feedback to optimize design outcomes.
- Manage client relationships, contractor engagements, and event logistics, ensuring seamless project execution from concept to completion.

UX Facilitator, Apple Code to Career Program, 2021

3 Month Contract with Apple & The Boys & Girls Club of Southeastern Michigan

- Designed and delivered curricula focused on the app development process, emphasizing human-centered design and accessible content strategies.
- Guided students through the design process, from wireframing to iterative design, ensuring alignment with industry best practices.

UX/Marketing Associate, ScaleCo Capital, 2020 – 2021

- Conducted in-depth research and usability testing to optimize client marketing strategies, leading to a significant increase in revenue.
- Developed presentation decks that provided stakeholders with actionable insights, grounded in user research and performance data.

Brand Supervisor, Beauty, Victoria's Secret, 2016 - 2019

- Directed the execution of brand standard floor plans, ensuring a consistent and customer-focused shopping experience.
- Partnered with corporate design and merchandising teams to implement and assess brand tests, using KPI data to refine strategies.

TOOLS:

Sketch | Figma | Illustrator | Photoshop | InDesign | Google Analytics | Miro | Airtable | Excel

EDUCATION:

Master of Science, User Experience Design, Kent State University

Bachelor of Science, Fashion Merchandising, Kent State University

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