

KARA PEARSON

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EDUCATION

Purdue University

*Bachelor of Science in UX Design, Minor in Psychology,
Certificate in Collaborative Leadership - 3.99 GPA*

West Lafayette, IN
Expected May 2026

EXPERIENCE

Apiture

UX Design Intern

Wilmington, NC (Remote)
December 2024-Present

- Leveraged Jira and Figma to document, organize, and manage mobile design systems, ensuring seamless collaboration between design and development teams.
- Designed mobile screens in collaboration with the product design and UX teams, ensuring intuitive, user-friendly experiences while leveraging insights from UserTesting and Pendo to inform design decisions and improve usability.

United Airlines

In-Flight Design Intern

Houston, TX
May-August 2024

- Improved trainee living experience by 60% through designing a roommate selection and matching process, as well as formalizing roommate agreements through contracts, based on user feedback and data analysis.
- Optimized flight attendant training materials to improve ease of use by 70% for instructors and ensure alignment with company branding and design system, drawing from extensive user feedback and research results.

Keylime Interactive Consultancy

Lead UX Researcher/Designer, University Project

August-December 2024

- Led a team in researching, designing, and iteratively testing an AI-powered financial literacy tool that improves budgeting efficiency by 85%, specifically tailored to Gen-Z's needs. Ensured effective communication with stakeholders, and oversaw A/B testing, user research, and the creation of high-fidelity wireframes.

Hoka

CX Designer, University Project

August-December 2023

- Enhanced the online customer shopping experience in discovering the perfect shoe model aligned with the user's preferences and needs. Presented findings to various stakeholders. Used methods such as co-design, usability testing, cognitive walkthrough, workshops, wireframing, heuristic evaluation, etc..

Cisco

UX Designer, University Project

January-May 2023

- Researched, analyzed, and compiled data to design a cohesive mobile app layout with appropriate features to provide an innovative, personalized user experience for "Cisco U" learning platform. Used methods such as persona development, click-testing, wireframing, interviewing, competitive analysis, etc..

SKILLS

Software Tools / Programming Languages: Photoshop, Illustrator, InDesign, After Effects, Figma, Sketch, ProtoPie, Canva, Microsoft Office Suites, Power BI, Miro, Basic HTML/CSS, Basic JavaScript, Agile Methods

LEADERSHIP AND CAMPUS INVOLVEMENT

Alpha Theta Delta - Founding Member and Director of Brotherhood. Partnered with university organizations and students to establish an academic design fraternity. Led successful recruitment campaigns and developed an onboarding process to ensure smooth integration and engagement for new members.

Delta Gamma Sorority- Director of Merchandise. Distributes and designs merchandise that satisfies national regulations to hundreds of sorority members thriving for member satisfaction.

Women in Technology - Mentor. Guides women within the CGT department to provide support, advice, and resources to enhance their college experience.

UX Design Club- Member. Networks with peers to share insight and promote a user-centered approach to design.