

PAYTON KOCH

UI/UX DESIGNER

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 paytonkochdesigns.wixsite.com/uiux

 Chicago, IL

SKILLS & PROFICIENCIES

DESIGN

- User Research
- Comparative Analysis
- MVP Documentation
- User Personas
- User Flows & Site Maps
- Usability & A/B Testing

RESEARCH

- Concept Sketches
- Rapid Prototyping & Wireframing
- Style Guides & Mood Boards
- Mobile Design
- Responsive Web Design
- Mockups

TOOLS & DEV

- Adobe Suite
- InVision
- Figma
- HTML/CSS
- JavaScript
- Git

THEORIES

- Design Principles & Heuristics
- Grid Alignment, Layout & Spacing
- UI Elements & Hierarchy
- Symbols & Iconography
- Text & Typography
- Color Theory

EDUCATION

CAREERFOUNDRY

UI DESIGN PROGRAM, 2020-2021

- Studied design principles, UI/UX practices, mobile and responsive design, animation, branding, and HTML/CSS
- Created multiple solo portfolio projects

CARTHAGE COLLEGE

BA MATHEMATICS, 2013-2017

- GPA: 3.4
- Endowed Scholarship Recipient
- Honor Scholarship Recipient
- Pi Mu Epsilon Mathematics Member

WORK EXPERIENCE

GRAPHIC DESIGNER

LISKA & ASSOCIATES

APRIL 2022 - PRESENT

- Create visual identity brand guidelines for clients
- Develop creative documents for clients including annual reports, monographs, and business cards for both web and print
- Constructed social media post templates and designed email marketing

SOCIAL MEDIA/MARKETING MANAGER

INSPIRED HOME DECOR & GIFTS

JANUARY 2020 - APRIL 2022

- Oversaw digital marketing strategies and managed day-to-day admin operations
- Ran online website design changes and inventory updates
- Created all branding including business cards and tags
- Constructed all social media content to adhere to brand guidelines

RESEARCH ASSISTANT

STATEMENT PR

JANUARY 2019 - JANUARY 2020

- Gathered, researched, and prepared information for documents needed before summarizing findings in documents following proper design requirements
- Ensured documents were aesthetically pleasing and ready to present

UI DESIGN PROGRAM

INTENSIVE PROJECT-BASED TRAINING PROGRAM WITH A FOCUS ON UI DESIGN, UX RESEARCH AND TESTING, AND HTML/CSS

CLIENT R.I.P. APRIL 2021

- An app created for Financial Advisors to notify them when clients pass away. This allows companies to send condolences and start the process of closing client accounts. Calculated all possible routes with a site map, created a style guide, indicated swipe and tap gestures for both iOS and Android, and created mockups and working prototypes for both designs.

FUNDS, MARCH 2021

- A mobile money-saving app created for big purchases in life in hopes to make the process as effortless and enjoyable as possible. Created user stories, drafted low and mid-fidelity designs for user testing, defined a brand guide, and designed mobile mockups with a full functioning prototype.

THIRSTY, DECEMBER 2020

- A responsive cocktail recipe app that allows users to browse recipes and navigate to local stores to buy necessary ingredients. Conducted competitive analyses and interviews to define user personas, built a site map and mood board before finalizing screens at four responsive breakpoints.

INSPIRED, OCTOBER 2020

- A high end E-commerce responsive application that's easy to navigate, modern, and clean. Researched competitive retail applications, computed all user flows, outlined low and mid-fidelity designs, produced a brand mood board and style guide, and prepared design for responsive breakpoints.