

Kelsey Hunter.

Designer

CONTACT

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SUMMARY

7 years of working experience as a designer

Founder of health tracking chat bot, Exley

Founder of civic engagement tool, CallParty

Advisor for app and business discovery app, Multi

HONORS & AWARDS

The Leading Strand

Summer 2016

Y Combinator

Summer 2015

Pixels of Fury

Runner-up 2013

American Graphic Design Award

2011

EDUCATION

Bachelor of Fine Arts Graphic Design

Spring 2011, *cum laude*
George Mason University

EXPERIENCE

Product Designer, SuperHi
Contract, November 2016–Present

Research, design, marketing and product strategy for online front-end courses

Founder, Exley
April 2016–Present

Created Facebook chat bot and web app to track exercise and cognitive functioning
Collaborated with NYU neuroscientists to format accessible research methods
Launched and ran 6-week MVP featured in The Leading Strand exhibit and TEDx talk

Product Designer, Button
March 2016–October 2016

Created web and mobile experiences for a multi-sided marketplace
Established research practices within design, product and business for user-centered product development

Research, strategy, UX, visual design, prototyping and light front-end development in collaboration with engineering and product

Implemented org processes around cross-functional product input

Design Director, Vive
January 2014–January 2015 | June 2015–December 2015

Created and iterated on MVP web and mobile experiences for subscription-based, on-demand blowout appointment booking product

Research, UX, visual design, strategy and product management

Brand, communication design, copy writing and planning across all marketing touchpoints, led interns and contract employees to develop campaigns

Product Designer, Percolate
October 2014–June 2015

Created web and mobile experiences for the digital asset management feature and system improvements to global software UI

Led research, UX and visual design on a feature team

Collaborated with engineering and product management to make product decisions and identify requirements

Led and mentored junior product designers on feature and system projects

Designer & Art Director MRY (formerly LBi)
February 2012–October 2014

Art direction and visual design for large-scale site redesigns and launches, branding, mobile sites and apps, social media campaigns and interactive experiences

Concepting for pitches and campaigns, art direction of photo and video shoots and presented work to clients