

# KAITY KUZELJEVIC

Product Designer

## CONTACT

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- Guanacaste, Costa Rica / Toronto, Canada

## EDUCATION

### Honours Bachelor of Behavioural Science

September 2016 - April 2020

Humber College - Etobicoke, Canada

### Introduction to Artificial Intelligence

July 2019

Algebra University College - Zagreb, Croatia

## SKILLS

### Design

- Qualitative & Quantitative Research
- Wireframing
- Prototyping
- Interaction Design
- UI Design
- Usability Testing
- Competitive Analysis
- HTML/CSS

### Content

- Marketing Copy
- Web Design
- Content Management Systems

### Tools

- Figma
- Sketch
- Adobe XD
- Miro
- InVision
- Microsoft Office
- Notion
- Asana

## OVERVIEW

A product designer with a background in behavioural science, web design, and digital content. My professional focus is at the intersection of user behaviour and visual harmony and has led me to work with User Experience Designers and Content Specialists to create enterprise-level business solutions. I'm looking for a position where I can further develop my skills in this rapidly evolving industry while contributing to the success of my team in a meaningful way.

## WORK EXPERIENCE

### Digital Content Specialist

March 2021 - March 2023

Leonardo Worldwide Corporation - Toronto, CA (Remote)

- Collaborated with UX Designer and Developer on visual design choices including web page layout configuration and UI elements
- Designed and built out page layouts for hotel websites using multiple CMS platforms
- Led project kick-off and discovery sessions with clients to gather information on their company and existing website(s)
- Researched niche topics and wrote user-facing copy for client websites
- Edited and revised content on an ongoing basis for existing client websites either from client feedback or recommendations from the SEO Specialist
- Communicated with external copywriters on content deliverables
- Wrote and optimized content based on keyword strategy provided by the SEO Specialist
- Wrote project briefs for external copywriters
- Selected photography from client's image libraries to match and complement website content

## EVENTS

### Team Lead

January 2024

Innovate48 Product Design Hackathon Presented by Liftyz x Design Buddies

- Led a team of 8 through a 48-hour design challenge
- Participated and oversaw the completion of secondary research, competitive analysis, UI design, interaction design, rapid prototyping, and user testing
- Coordinated group calls with the team and led an interview session with our designated industry mentor

## SPECIALIZED COURSES

Google UX Design Professional Certificate

May - Sept 2023

Graphic Design Foundations: Layout & Composition

July 2023