

## KARA PEARSON

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### EDUCATION

#### Purdue University

West Lafayette, IN

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

### EXPERIENCE

#### Microsoft

Redmond, Washington

##### *Product Design Intern*

May 2025-Present

- Developed the brand identity for “Trust Copilot,” aligning internal messaging and enhancing visibility of trust and compliance initiatives across Microsoft 365; adopted by 10+ teams and scaled across the company
- Translated 5+ regulatory and security requirements into clear, usable design flows and dashboards in partnership with PMs, engineers, and compliance stakeholders, aligning with M365 Cloud privacy protocols
- Executed end-to-end design for audit and compliance workflows, delivering 25+ high-fidelity screens that enhanced accessibility, reduced friction across tools, and supported 500+ internal and external users globally

#### Apiture

Wilmington, NC (Remote)

##### *UX Design Intern*

December 2024-May 2025

- Redesigned 5 key mobile banking workflows by translating complex desktop features into intuitive mobile UI, using insights from Pendo analytics, Usertesting.com, and stakeholder feedback.
- Reworked the mobile design system in ZeroHeight, documenting a library of 30+ components and aligning it with desktop standards; improved accessibility guidance and reduced design–dev friction across teams
- Streamlined design and research workflows by leveraging AI tools for documentation and synthesis, while collaborating with engineers in Jira to align designs with Agile development cycles.

#### United Airlines

Houston, TX

##### *In-Flight Design Intern*

May-August 2024

- Conducted 20+ user interviews, surveys, and field observations at the In-Flight Training Center to uncover key pain points across trainee and staff experiences
- Designed a roommate matching system and standardized living agreements in partnership with HR and operations, reducing onboarding friction and improving trainee satisfaction by 60%
- Revamped flight attendant training materials in collaboration with instructors and brand teams, increasing usability by 70% while aligning content with United’s design system and global aviation regulations

#### Keylime Interactive Consultancy

August-December 2024

##### *Lead UX Researcher, Project*

- Led end-to-end UX research and design for an AI-powered budgeting assistant, conducting 30+ user sessions and 4 expert interviews to identify motivation gaps, while leveraging AI tools to streamline workflows and cut project time by 50% without compromising quality.

#### Hoka

August-December 2023

##### *UX Design and Researcher, Project*

- Improved the online shopping experience by leading co-design sessions and A/B usability testing, uncovering key friction points and delivering stakeholder-approved solutions that increased product comparison clarity, strengthened user trust, and aligned with marketing strategy.

#### Cisco

January-May 2023

##### *UX Designer, Project*

- Increased onboarding clarity and learning engagement in Cisco U by designing mobile learning flows informed by user interviews, research, personas, and click-testing insights

### SKILLS

User Research, User Experience Design, User Interface Design, Project Management, Agile Methods, Photoshop, Illustrator, InDesign, After Effects, Figma, Sketch, Microsoft Office Suite, Miro, HTML, CSS, Javascript

### LEADERSHIP AND CAMPUS INVOLVEMENT

**Alpha Theta Delta** – Founding Member & Director of Brotherhood, **UX Design Club** – Mentor, **Women In Technology** – Mentor, **Purdue Polytechnic Recruiting** – Ambassador, **Delta Gamma Sorority** – Merchandise Director (2023-2024), Archive Director (2022-2023)