

## KARA PEARSON

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### EDUCATION

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#### 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

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#### 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

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**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

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**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.