

Kara Jelley

Product Designer | Full-Stack Designer | UX Engineer

As a Full-Stack Designer, I approach product design holistically, blending UX/UI design, research, and strategy with front-end development skills and a strong understanding of product management. I specialize in leading cross-functional teams through product discovery and delivery, creating impactful, user-centered experiences that balance user needs, business goals, and technical feasibility.

EXPERIENCE

Senior Product Designer | Hive App (Startup)

SEPTEMBER 2024 - PRESENT | **Tech Stack:** Figma, Figjam, Lovable, Asana

- Partnered with founder/CEO and collaborated with CTO to translate user, market, and stakeholder insights into design, product recommendations, and early roadmaps
- Conducted user research with target audiences to identify needs, assumptions, and feature opportunities
- Designed and prototyped website and app experiences, including white-labeled features

UX/UI Designer & Consultant | Freelance

JULY 2023 - AUGUST 2024 | **Clients include:** Impact100, TerraviewOS, Wisar

- Conducted user research, including interviews, surveys, and usability testing, to inform design decisions and optimize workflows, improving overall usability and user satisfaction
- Provided strategic UX consulting through heuristic evaluations and prioritization frameworks, helping clients focus resources on high-impact areas
- Delivered wireframes, prototypes, and mockups, significantly reducing design revision cycles and accelerating delivery timelines, ensuring faster time-to-market
- Collaborated with C-Suite, data scientists, and engineers on UX/UI initiatives and aligned business objectives through OKRs to drive measurable outcomes and improved KPIs

Lead Product Designer | Warner Music Group

AUGUST 2022 - JUNE 2023 | **Tech Stack:** Figma, Figjam, Miro, Dovetail, Lucidcharts, Hotjar, Amplitude, Jira

- Coordinated product discovery and delivery across 10+ global teams, aligning business, marketing, and engineering functions on user-centric goals
- Introduced a new design system to improve consistency and reduce design debt by ~25%
- Executed end-to-end product development, including quantitative and qualitative user research, stakeholder interviews, usability testing, user flow mapping, and design phase deliverables, resulting in nearly a 30% improvement in user satisfaction
- Conducted QA testing, wrote and prioritized user stories, and resolved issues pre-launch, reducing post-launch defects by more than 20%

UX/UI Designer | Primion Technology GmbH

FEBRUARY 2022 - JULY 2022 | **Tech Stack:** Figma, Figjam, Miro, Jira, Confluence

- Collaborated with cross-functional teams to create cohesive digital experiences, improving stakeholder alignment and driving product adoption
- Led system redesign, integrating style guides to reduce design inconsistency by 20%
- Trained 4+ teams on UX principles, enhancing team efficiency and aligning design vision

Junior Full-Stack Web Developer | Auxicare (Startup)

APRIL 2025 - JULY 2025 | **Tech Stack:** Nuxt 3, Vue 3, TypeScript, Vuetify, Directus, Docker

- Partnered with product and design teams to implement user-facing features with Vue 3 and Nuxt 3, focusing on responsive and accessible UI
- Contributed to scalable layout patterns and reusable components, reinforcing consistency across the product
- Improved collaboration between design and engineering by aligning technical feasibility with UX goals

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LinkedIn

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Portfolio

karajelley.me

Github

github.com/karajelley

EDUCATION

Web Development | Ironhack

DEC 2024 | Barcelona, Spain

Product Strategy | AllWomen

SEP 2023 | Online

UX/UI Design | AllWomen

NOV 2019 | Barcelona, Spain

BS Engineering Management

| Michigan Technological University

DEC 2017 | Houghton, MI, USA

SKILLS

User Research | Heuristic Analysis | Design Systems | Interaction Design | Systems Thinking | User Journeys | User Flows | Process Flows | Sitemapping | Usability Testing | Storyboarding | Prototyping & Wireframing | Visual Design | Figma | Adobe Suite | Sketch | Miro | Lean UX | Mockups | Information Architecture | Design Thinking | Accessibility | Data-Driven Design | Data Analytics | OOP | HTML5 & CSS | JavaScript | TypeScript | React.js | Vue.js | API Development & REST APIs | Node.js | Vuetify | Git | Agile Methodologies | Product Strategy | Stakeholder Management | OKRs | SaaS