

# KELLY RAINES

DIGITAL STRATEGIST & UX/UI DESIGNER



kellyeraines.com



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## EXPERIENCE

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### UX Strategy Lead – Mode

Aug 2020 to Present, Remote

Collaborate closely with cross-functional teams to analyze user behavior data and feedback, identifying opportunities for improvement and integrating insights into end-to-end design solutions, encompassing market research, wireframing, user flows, and technical specifications.

### Digital Project Manager II – Whereoware

Oct 2018 to July 2020, Washington, D.C.

### Digital Project Manager I – Whereoware

Feb 2016 to Mar 2018, Washington, D.C.

Oversee end-to-end management of B2C & B2B E-Commerce website builds, ensuring adherence to time, scope, and budget constraints. Additional responsibilities include: account strategy, requirements gathering, wireframing, CMS admin documentation, + systems integration diagrams, and creation of data specification documentation.

### Integrated Project Manager – Wunderman Thompson Health

Mar 2018 to Sep 2019, Washington, D.C.

Manage an array of project types including: websites, application design, print production, HTML5 + rich media advertisements, email marketing CRM campaigns, content strategy, and more.

## EDUCATION

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### UX Design Bootcamp @ George Washington University

September 2020

### English @ University of Maryland, College Park

May 2015

## DESIGN SKILLS

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User + Market Research  
Usability Testing  
Data Analysis  
User Flows + Personas  
Wireframes + Prototypes  
Web + Mobile Design  
App Design  
Interaction Design  
System Design  
Data Specifications

## TOOLKIT

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Figma  
Sketch  
Adobe CC  
Invision  
InDesign  
HTML + CSS  
Principle  
Keynote  
Google Analytics

## SOFT SKILLS

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Client Interviewing  
Requirements Gathering  
Presenting + Storytelling  
Workshop Facilitation  
Project Management  
Resource Management  
Business Planning