

Kelsey Dilendik

Lead User Experience Designer and Researcher

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EDUCATION

Northeastern University

Masters in Digital Media, Interactive Design
Boston, MA

Syracuse University

BFA in Computer Art and Animation
Syracuse, NY

EXPERIENCE

Lead User Experience Designer

Sep 2021 - Jul 2023

Indigo Agriculture, Inc. • Boston, MA

- Converted 5 complex, data-intensive prototypes into a single simplified web software experience for users to determine their interest in company product offerings and receive an action plan.
- Developed prototypes and presentations to communicate new features and design decisions to a wide variety of stakeholders including upper-level management, cross-functional team members, and other various product teams.

Senior User Experience Designer

Aug 2019 - Sep 2021

Indigo Agriculture, Inc. • Boston, MA

- Spearheaded a user experience evaluation of an internal iPad application, then built and communicated a roadmap of recommended feature enhancements to stakeholders and a product team of 6 people.
- Led the execution of the design roadmap which included overhauling information architecture, enhanced visual design, and designing new features discovered in user research, and delivered high fidelity visuals to engineering teams resulting in a 30% increase in productivity for app use.

Digital Product Designer

Oct 2018 - Aug 2019

Savant Systems • Hyannis, MA

- Collaborated with hardware engineers and installation technicians to gather requirements for and design device configuration tools for connected smart home energy products on mobile iOS and desktop platforms, while delivering high-fidelity design specifications to a team of 8.
- Evaluated product UI for accessibility and consistency, then improved the colors and typography design to fully meet AA accessibility standards.

User Experience Designer

Mar 2018 - Jul 2018

Confer Health • Boston, MA

- Designed the interaction states for a connected medical testing device by collaborating closely with hardware engineers, scientists, software engineers, and other designers.
- Planned and executed a week-long remote diary user study with 10 participants and synthesized user research results to present to company stakeholders.
- Discovered a need for a device status light language during research and took the initiative to develop a language for the device by designing and documenting a set of light color expressions.

User Experience Designer

Mar 2016 - Mar 2018

Cisco Systems, Inc. • Boxborough, MA

- Led design for a software product feature and developed user journeys, personas, information architecture diagrams, and wireframes to test with real users.
- Hosted user testing sessions of product designs with 5 users and presented findings to stakeholders, resulting in requirements for feature updates.

RESEARCH SKILLS

Building research plans
Moderating usability tests
Developing use scenarios
Journey mapping
Affinity diagramming
Heuristic evaluations

DESIGN SKILLS

Interaction design
Mobile-first design
Brainstorming and ideation
Hosting workshops
System design
Information architecture
Wireframing and task flows
Visual design
Designing for accessibility
Prototyping

SOFTWARE TOOLS

Figma
Sketch
Miro
Photoshop
Illustrator
After effects
Zeplin
Dovetail