

Sparrow Kelley

USER EXPERIENCE & CREATIVE DESIGN



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A pragmatic, plucky creator with more than 15 years of expertise in architectural and retail industries. My passion lies in utilizing user experience methodologies to streamline intricate challenges, ensuring interactions are accessible and intuitive through data-driven insights.

EXPERIENCE

UX DESIGNER, TEAM LEAD, Walking Bunny, SMU 05.2023 - present

- Led a design team of 4 from ideation to usability testing and insights for next steps
- Performed **competitive analysis** to identify pain points, habits, and behavior of users
- Iterated **wireframes and prototypes** based on usability testing feedback and results
- Crafted an **expressive brand style** to cultivate a consistent presence across all channels

SR. GRAPHIC DESIGNER, Quad 04.2022 - present

- **Improved user satisfaction** through wayfinding plans and strategic interior signage
- Leveraged research insights to develop **enhanced POS prototypes**
- Creation of mockups, layouts, and **presentation decks for pitch work**

INFORMATION DESIGNER, Myschievia 2023, NTXB, LLC 02.2023-11.2023

- **Interviewed key stakeholders** across 5 branches, to better understand probability judgments, safety team priorities, and land assessment
- **Integrated data** from 100+ surveys and 800+ contextual observations to create actionable insights on user flows, habits, and challenges
- Advised on **accessibility initiative** to aid users with mobility challenges across terrain
- **Created and presented cartographic deliverables** to diverse audiences and platforms

CREATIVE DESIGNER, Allied Stone, Inc 01.2021 - 04.2022

- Management and facility assessment of **state-wide exterior signage rebrand**
- Visualize and implement **omni-channel marketing** for multiple brands for diverse markets
- Coordination of **marketing deliverables**; print, digital, microcopy, and product packaging

MARKETING MANAGER, M3 Glass Technologies 07.2019 - 11.2019

- Analyze and devise company's **initial product map** to guide marketing strategy and assets
- **Manage creative strategy** and growth of social media, print, digital, and website content

CREATIVE MANAGER, ASI | Signage Innovations 01.2009 - 01.2019

- Creative direction and design of **national rebrand**, including universal packaging solution
- Spearheaded **Information Architecture redesign** and platform shift of company websites
- **Renovation of email templates** and assets to be responsive and mobile-friendly
- Coordinate affiliates' **annual design competition** and awards program

SOFTWARE

InDesign	●●●●●●●●
Photoshop	●●●●●●●●
Illustrator	●●●●●●●○
XD/Figma	●●●●●○●○
After Effects	●●●●○●○●
WordPress	●●●●●○●○

DESIGN

User Interface
Web Design
Visual Design
Branding
Wayfinding
Storyboarding
Concept Sketches
Wire-framing
Rapid prototyping

RESEARCH

Journey Mapping
Competitive Analysis
Contextual Inquiries
Interviews
Surveys
Personas
Usability Testing

EDUCATION

SMU, 2023
UX Design Certificate
COLLIN COLLEGE, 2003
AAS of Applied Graphic Design