

MEKAYLA MARTIN

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SKILL SUMMARY

- **Methods:** Goal-Directed Design, Lean UX
- **Tools:** Figma, Adobe (Illustrator, Indesign), Microsoft Office (Word, Excel, PowerPoint)
- **Technical Skills:** Prototyping, Wireframing, Usability Testing, User Research, Design Synthesis, Contextual Inquiry, Visual Design, Affinity Mapping, HTML/CSS
- **Soft Skills:** Leadership, Project Management, Organization, Communication, Teamwork

EDUCATION

Kennesaw State University

Expected Graduation: May 2024

Bachelor of Science in Interactive Design, Minor in Technical Communications

- **Cumulative GPA:** 3.9
- **Relevant Coursework:** Intro to Graphic Communications I & II, Prototyping I, Interaction Design I & II, Visual Design I & II, User Interface Design I & II, Technical Communication, Front-End Development I & II (HTML, CSS, Javascript), Design Futures

WORK EXPERIENCE

Fourth Wall Industries, LLC – *Traffic Control Design Apprentice*

March 2022 – September 2023

- Created and organized traffic control plans in RapidPlan to facilitate film closures in Georgia.
- Maintained company calendar and schedule for film rental equipment delivery and pick-up.
- Designed and facilitated the creation and updates of company logo and website.

BravenX Leadership Program – *Project Manager/ Fellow*

January 2021 – May 2021

- Built prototype of mobile application, GenConnect, through the Figma design software.
- Managed team to create the GenConnect project plan through regular check-ins.
- Facilitated virtual team communications for GenConnect development.

PROJECTS

Future of Consumer Waste – *UI Design*

September 2023 - October 2023

- Lead 5-member team in the creation of a Google Sites website that showcases world-building scenarios based on negative consumer waste habits and their affects on the environment.
- Utilized the '4 Archetypes' approach to create driving forces that analyze current human behavior and use them to derive visions of effective future solutions.

ATL Foodie – *UI Design*

January 2023 – May 2023

- Designed an interactive food blog that highlights local cuisines in metro Atlanta.
- Utilized Figma to create consistent brand style and cohesive layout and composition of content.

PayBack – *UX Design*

October 2022 - December 2022

- Collaborated with team to create an IOS app that allows friends and family to make reimbursement groups that split payments between one another.
- Applied Goal Directed Design (GDD) process to research, model, wireframe, prototype, and usability test the PayBack app.