

KEEGAN HERNICK

UX Designer

612-709-2895

keeganhernick@gmail.com

keeganhernick.com

linkedin.com/in/keeganhernick

SKILLS

Low to High Fidelity Design

Rapid Prototyping

Interaction Design

Wireframing

User Research

Usability Testing

Design Systems

TOOLS

Sketch

Figma

Invision

Abstract

Optimizely

Photoshop

Illustrator

InDesign

HTML & CSS

EDUCATION

General Assembly

User Experience Design Immersive

Remote | 2020-2021

University of Minnesota Twin Cities

Journalism-Strategic Communications

Minneapolis, MN | 2015

UX designer with a background in visual design and content strategy. Passionate about creating purposeful design solutions to better the relationship between human and product. Able to take ideas from concept to wireframes to prototypes to production.

EXPERIENCE

UX Designer / U.S. News & World Report

April 2021 – Present • Remote

- Lead designer on the USN Travel and GoToSea team's products— collaborate cross-functionally with developers, product managers, SEO analysts, and business intelligence analysts.
- Create wireframes, user flows, prototypes and visual design for product initiatives as well as, functionality requirements for new features.
- Designed the GoToSea checkout experience which reduced checkout abandonment by 15%.
- Moderate and run user tests, A/B tests, and heatmaps to identify user goals and find areas for improvement.
- Manage design hand-offs and provide on-going support to the development team through implementation and QA.
- Maintain and grow GoToSea and U.S. News & World Report design systems.

User Experience Design Immersive / General Assembly

Nov – Feb 2020 • Remote

- 500+ hours of intensive training of full-cycle UX/UI methods with an emphasis on agile methodologies, user testing, and rapid iteration. Implemented web and mobile design solutions for clients.

Marketing Manager / Maxavenue

Jan 2019 – Nov 2020 • Austin, TX

- Collaborated with a team of web developers to optimize Maxavenue's previous website for direct-to-consumer contributing to an 80% increase in new customers.
- Responsible for developing, managing and executing digital campaigns for 25+ realtors resulting in over 50% organic client growth.

Marketing Coordinator / Maxavenue

Sept 2018 – Dec 2018 • Austin, TX

- Implemented lead generation and property marketing initiatives to generate referrals and leads which increased conversion by 30%.

Freelance Story Researcher / Credo Nonfiction

July 2018 – Aug 2018 • Remote

- Researched and discovered story leads for a production agency which were then filmed and produced for companies such as New York Times & Food Network.

Designer & Content Strategist / Bolster

Jan 2016 – July 2018 • Minneapolis, MN

- Led and designed effective communication and designs for print, digital, experiential and multimedia platforms for a variety of industries.
- Developed and managed content strategy for 5+ clients, work included: user & competitive research, persona development, digital content creation, landing page development, email marketing, copywriting and reporting.