

MAKENNA BAYLOR

UI/UX DESIGNER

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EXPERIENCE

PROJECT MANAGER — *Impart Mobile Application*

Vertical Studio | Aug. 2024 – Dec. 2024

- Oversaw competitive, user, market, and creative research to inform app's design and features
- Contributed to branding efforts including color and typography to create a non-partisan and trustworthy brand
- Spearheaded key app features including those related to personalizing political information, legislation and economics
- Pitched app to investors, showcasing app features and defending design process

GRAPHIC DESIGNER — *Aggie Dining*

Chartwells Higher Education Dining Services | Aug. 2023 – Ongoing

- Shaped rebranding initiatives for on-campus restaurants, enhancing brand consistency
- Ideated and executed marketing campaigns for dining hall events
- Crafted versatile templates for use across multiple universities within Chartwells network
- Received a 4% salary increase following annual review, recognizing contributions to organization

UI/UX DESIGN LEAD — *Visio Mobile Application*

Vertical Studio | Aug. 2023 – Dec. 2023

- Directed development of a mobile app prototype, constructing its interface and user experience
- Orchestrated research, design, and project management
- Leveraged Figma's mobile application for hands-on usability testing, fine-tuning text sizes, and refining navigation flows
- Designed integration between mobile application and AR/VR experience, with data and visualizations transferring between devices

UI/UX CO-LEAD — *Inform Mobile Application*

Vertical Studio | Jan. 2023 – May 2023

- Integrated Human-Centered Design into a three-phase research methodology
- Established user personas and flow charts to address pain points
- Developed multi-fidelity prototypes in Figma, designing micro and macro interactions
- Tailored nutritional guidance for personas established through user research
- Planned app navigation and articulated to the team

FREELANCE ARTIST

Etsy and Commissions | Aug. 2018 – Ongoing

- Engineered new brand identities for start up companies
- Operated personal Etsy account specializing in custom painted drinkware and shoes

ACHIEVEMENTS

Viz-a-Gogo — *Best in Interactive Media*

Texas A&M University
May 2023

Research Symposium Finalist

Texas A&M University
Dec. 2023

Viz-a-Gogo Exhibitionist

Texas A&M University
May 2022, May 2023

Dean's List

Texas A&M University
Dec. 2022, May 2023

EDUCATION

Bachelor's of Visualization

Texas A&M University – May 2025
Expected to be Summa Cum Laude

CIS Study Abroad Program

Florence University of the Arts
Jan. 2024 - May 2024

SKILLS

Design

UX Research, Journey Mapping
Information Architecture
UI/Interaction Design
Responsive Design
Prototyping, Wireframing
Usability Testing
Branding, Visual Identity
Illustration, Traditional Arts

Software

Figma, Framer,
Adobe CC (Illustrator, Photoshop,
InDesign, After Effects), Procreate
Basic JavaScript, Python, and
VS Code