

MAKENNA BAYLOR

UX DESIGNER

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EXPERIENCE

PROJECT MANAGER — *Impart Mobile Application*

Texas A&M 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
- Analyzed political documents to develop clean and understandable information architecture for an AI model
- Spearheaded key app features including those related to personalizing political information, legislation and economics
- Pitched and garnered interest from investors, showcasing app features and defending design process which highlights ability to deliver products focused on meeting market needs

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

UX DESIGN LEAD — *Visio Mobile Application*

Texas A&M Vertical Studio | Aug. 2023 – Dec. 2023

- Translated complex ideas of pain into personalized visualizations
- 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

UX CO-LEAD — *Inform Mobile Application*

Texas A&M Vertical Studio | Jan. 2023 – May 2023

- Integrated HCD into a three-phase research methodology
- Established user personas and flow charts to address pain points through user surveys and detailed data analysis
- 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

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, May 2025

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, Wire-framing
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