

Kaylee Young

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EDUCATION

Bachelor of Science, User Experience Design
Purdue University, West Lafayette, IN
Minors: Psychology, Communication

August 2023-May 2027 (Expected)
GPA: 3.84 | Dean's List

EXPERIENCE

Purdue University April 2026 – Present
Assistive Technology Lab Assistant West Lafayette, IN

- Re-coded the Assistive Technology Lab's 14 webpages in HTML and CSS to incorporate Purdue's brand design and update key information on assistive technology, allowing incoming freshman to have access to the latest information on what the Assistive Technology Lab offers in support to students.
- Interviewed users of assistive technology about their experience to contribute to the Assistive Technology Lab's knowledge base and future decision making about assistive technology purchases.
- Organized information on user licenses for Dragon NaturallySpeaking to determine old licenses to recycle for incoming students who require support from the technology.

Purdue University November 2025 – Present
Student Accessibility Support West Lafayette, IN

- Remediated professors' class materials, including word documents and power point presentations, to be compliant with WCAG 2.2AA standards in time for the April ADA Title II digital accessibility compliance deadline.
- Peer reviewed colleagues' work to check for adherence to WCAG 2.2AA standards and communicated changes that needed to be made to comply.
- Used YuJa Panorama to remediate professors' class materials in Brightspace, Purdue's learning management system, saving professors time and ensuring WCAG 2.2AA compliance.

Purdue University May 2023 – Present
Undergraduate Research Assistant West Lafayette, IN

- Collaborated and communicated regularly with 11 graduate students by collecting data, entering it into spreadsheets, and utilizing specialized software to analyze results to provide essential information for research projects varied in subject matter.
- Used Wordpress and applied HTML coding skills to update key information and improve the readability of the research group's website, allowing external companies that collaborate with the group to easily find information.
- Designed a poster featuring important information about the group's graduate students and research objectives and updated it periodically to reflect changes in the group.

Key Lime Interactive June 2026 - August 2026
UX Research Support Consultant Remote

- Through Maze, analyzed video and text responses from unmoderated usability tests conducted on a money transfer app to produce key insights for the client.
- Managed usability test recruiting in UserInterviews and developed a concise spreadsheet with participants analyzed to be top fits for a study, allowing the lead researcher to quickly assess the available participant pool and determine next steps.
- Calculated quantitative usability measures including average ease of use ratings, top two box scores, and SUS scores to be used in tandem with qualitative data insights to provide recommendations on improving usability for an AI avatar tool.

Key Lime Interactive June 2025 – August 2025
UX Research Intern Remote

- Developed and implemented a participant screener on UserInterviews and UserZoom to identify top participant fits for an unmoderated usability study.
- Used problem-solving skills to resolve incompatibility errors between the client's desires for how the study was to be

conducted and the capabilities of the usability test platform, UserZoom, leading to client satisfaction and study success.

- Led a study conducting 24 unmoderated usability tests utilizing UserZoom on two different streaming services to analyze key task performance and user feelings about critical issues, leading to key insights and recommendations presented to the client.

PROJECTS

Bus Service UX Analysis

January 2024 – May 2024

UX Researcher

West Lafayette, IN

- Conducted 12 total moderated app usability tests and contextual inquiries on the CityBus service, a bus service that supported over 4 million boardings across two connected cities at the time analyzed to develop an understanding of the user group's current user flow, behaviors, and feelings.
- Analyzed results from primary and secondary research to develop a user journey map and a concise list of painpoints to recommend for improvement and prioritize in redesigns.
- Designed screen mockups in Figma to address key pain points while maintaining the familiar app layout to reduce friction during eventual design adoption.
- Presented usability recommendations and high fidelity app redesigns backed by research to CityBus for consideration in improving riders' experience.

Eyelash Serum Product Launch

August 2024 – December 2024

Product Launch Marketer

West Lafayette, IN

- Conducted research into the consumer eyelash serum market to gain insight into current consumer wants and trends, informing brand design and social media presence for an all-natural eyelash serum called Eclipta.
- Developed a branding kit of icons, color palettes, typography, logos, brand voice and tone, and usage rules for Eclipta and delivered it to the client in a comprehensive but easy to understand format.
- Using Canva, produced social media posts consistent with Eclipta's new brand identity formatted for Instagram and Facebook highlighting the product's competitive advantage to consumers, resulting in a view increase of +18,866% and increased store sessions on Eclipta's Shopify.

Microsoft - University Collaboration Platform

August 2025 – December 2025

UX Researcher and Designer

West Lafayette, IN

- Conducted 9 interviews in order to identify current painpoints and collaboration processes followed by Microsoft employees who sponsor projects and university partners who allocate sponsored projects to students.
- With Figma, developed a mid fidelity prototype of a platform designed to enhance ease of collaboration and address current collaboration pain points between Microsoft project sponsors and university partners, which was presented and given to sponsors.
- Conducted 9 usability tests on the prototype with former interviewees to validate the prototype and identify areas of improvement to fix before handing off the project to sponsors.

UX Analysis of a Local Traffic Intersection

January 2024 – May 2025

UX Researcher

West Lafayette, IN

- Conducted 10 interviews with users with varied modes of transportation who live in the area of a local traffic intersection that hosts many different modes of transportation, in order to gain insights about user behaviors and feelings regarding the intersection.
- Analyzed results from 10 interviews and crafted a report detailing insights about user feelings and behaviors, along with recommendations to alter the current state of the intersection to better serve the diverse user base.

SKILLS

- Design/Creative Tools: Figma, Framer, Canva, Instagram, Facebook, Google Suite, Microsoft Suite
- Research Tools: Google Forms, Microsoft Excel, Qualtrics, Google Sheets, UserZoom, UserInterviews, Maze
- Accessibility skills and tools: ADA knowledge, WCAG 2.2AA standards knowledge, Trusted Tester Certification, YuJa Panorama, Ink2HTML