

Kelly Luck *Product Designer*

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EXPERIENCE

Expedia Group, Search — UX Design Intern

May 2023 – August 2023

- **Analyzed task flows and feedback loops** of 15+ AI products and travel sites, creating an **experience journey map** to identify opportunities for improvement.
- **Produced 30+ mid-high fidelity wireframe variations** using Expedia's **design system** to explore concept directions for the new search experience.
- Developed 5 foundational **AI usability heuristics** in collaboration with cross-functional stakeholders (research, product, and content), providing a framework for future AI product designs.

Ampd Collective — Product Designer

September 2020 – May 2021

- Led the **end-to-end shopping experience** of the e-commerce marketplace, collaborating with the Product Manager and CEO to generate \$5,000 in profit.
- **Increased sales conversion by 50%** within a target user group by showcasing 21 story-focused partnered artists and optimizing product discovery flows.
- **Reduced customer support ticket volume by 80%** by designing an order tracking system and enhancing transparency for custom orders through **content design**.

AIG, Retirement Accounts — UX Designer

August 2018 – August 2020

- Improved the **information architecture** for the Retirement Savings Overview through **A/B testing**, increasing task completion by 3%.
- Redesigned the main navigation through **card sorting** and **user interviews**, resulting in a 30% increase in user satisfaction.
- Designed **WCAG 2.0 AA-compliant** interfaces across desktop and mobile platforms, improving accessibility and ensuring responsive designs.

EDUCATION

M.S. Human-Computer Interaction

Indiana University Bloomington

May 2024

B.S. Mathematics

University of Texas at Austin

SKILLS

Design

Interaction Design, UI/UX Design, Wireframes, Prototyping, Information Architecture, Design Systems, User Flow, Journey Maps, Personas, Ideation, User Personas

Research

User Interviews, Usability Testing, Competitive Analysis, Surveys, Contextual Inquiry, Heuristic Evaluation, Guerrilla Testing

TOOLS

Figma, FigJam, Sketch, Framer, Miro, Jira, UserZoom, UserTesting, Adobe Creative Suite