

Caleb Kohn-Blank

917-520-0249 • calebkohnblank@gmail.com • calebkohnblank.com • linkedin.com/in/calebkohnblank

Summary

I am a product designer with 3 years of UI/UX experience that creates digital solutions to digital problems across Ed-tech, B2B SaaS, E-commerce, and Digital Marketing. With experience as a sole designer, team member, and project lead, I have built design systems from scratch and shipped complex products end-to-end.

EXPERIENCE

Mary Ann Mavrinac Studio X

Project Lead & XR Specialist

Rochester, New York

August, 2023 – May, 2026

- Led cross-functional team of 10 to create a unique VR experience within 7 months, reducing team development time by 70%.
- Designed hands-on workshops teaching XR technologies, 3D modeling, and immersive design principles to 300+ students and community members.
- Used Blender to model and texture over 30 unique items for clients across 5 distinct projects.

University of Rochester Digital Scholarship

User Experience & Engagement Intern

Rochester, New York

May, 2025 – August, 2025

- Collected user data from 90+ students and faculty using surveys and interviews to identify usability challenges and improvement opportunities.
- Used Figma to design high-fidelity prototypes that addressed user needs and confusion, leading to a 12% increase in faculty partnerships.
- Presented process, findings, and outcome to over 100 librarians at national conference.

Perfect Selection Marketing

Intern, UX Designer

New York, New York

June, 2024 – August, 2024

- Conducted heuristic evaluations across 10 client storefronts, identifying usability issues and recommending improvements to customer experience and conversion paths.
- Used Adobe Suite products to create brand style guide including logos, typography, color systems, and digital assets across 6 client brands.
- Worked one-on-one with 8 clients to refine UX and SEO, improving user traffic and customer engagement by up to 20%

SKILLS & TOOLS

Software:

- Figma, Blender, Adobe CC, Framer, Shopify, Flutter, Github, JSON, Unity, Canva, R Studio, Agisoft Metashape

UX Skills:

- User Testing, User Research, Wireframing, Information Architecture, Prototyping, Iterative Design, Competitive Analysis Matrix, Affinity Mapping, Persona Writing

Platforms:

- Mobile Design, iOS, Android, Responsive Web, Cross-platform Design

Soft Skills:

- Professional quality writing, Leadership, Teamwork, Collaboration, Creative thinking, Communication, Teaching

EDUCATION

University of Rochester

Bachelor of Arts, Digital Media Studies (Magna Cum Laude)

Certificate in User Experience/User-Centered Design

Take 5 Scholars Program, Selective Post-Graduate Academic Year

Rochester, New York

May, 2025

May, 2025

May, 2026

Honors

- 2025 Digital Media Studies Community Engagement Award
- 2023 University of Rochester Tom Hope Memorial Scholarship Winner
- University of Rochester Take 5 Scholar
- Dean's List 9 out of 9 semesters