



Kara Johnson

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UX/UI Skills

- Adobe XD and Sketch
- Visual Design and Branding
- User-Centric Design
- User Research
- User Personas and Flows
- Wireframing and Prototyping
- Responsive Design

Skills

- Detail Oriented
- Creative
- Empathetic
- Growth-Mindset
- Research
- Organized
- Analytic
- Collaborative
- Flexible and Adaptable
- Life-Long Learner

Education

**B.A. PSYCHOLOGY,
M BUSINESS ADMINISTRATION**
Baylor University | December 2020

CERTIFICATE IN UI IMMERSION
CareerFoundry | January 2023

Summary

Creative UX/UI designer with background in psychology, business administration, and research. Highly skilled at branding and visual design. Empathetic, detail-oriented, and analytical thinker proficient in Adobe XD and Sketch.

Project

KICKSTART

E-Commerce Energy Drink Website and Brand Guidelines | November 2022 - December 2022

- Generated and applied brand guidelines for an e-commerce website selling energy drinks. Drafted a logo, logo usage guidelines, typography hierarchy, color palette, and imagery style to establish a cohesive brand.
- Developed a user flow diagram, low-, mid-, and high-fidelity wireframes, an interactive prototype, reviewed usability test results and refined screens using Adobe XD.

Experience

WEB DESIGNER

WeddingSeat | Dallas, TX | April 2022 - August 2022

- Drafted user flows to create low-, mid-, and high-fidelity wireframes by collaborating with Co-Founder
- Compiled mood boards, applied visual design, and produced final screens to enter into CodeLaunch (software technology startup competition) where the company progressed to the final 6 out of 124 applicants

UI DESIGN INTERN

SociologicalYOU | Fort Worth, TX | April 2021 - January 2022

- Generated a 20% increase in leads by copywriting a brand script and redesigning visual branding style for website, emails, and printed promotional products
- Increased conversion rates by 5% by collaborating with a diverse team to write email branding and marketing content

SUBSTITUTE TEACHER

Cleburne ISD | Cleburne, TX | October 2021 - May 2022

- Created strategies to address students' learning and emotional challenges in classes, with an average of 25 students, resulting in an increase in their performances in class