

Kelly Luck

UX DESIGNER

DESIGN EXPERIENCE

UX Design Intern / Expedia Group

May 2023 — July 2023, Austin, TX

- Designed interaction flows for a search feature enhanced by a Large Language Model that anticipates users' needs. The designs convinced leadership to include Generative AI enhancements in the 2024 product strategy for search.
- Established five design principles for the team to ensure that our products maintained trust, utility, and user control. The principles were derived from a competitive analysis of 15+ travel and AI products.

Product Designer / amp'd collective

September 2020 — September 2021, Remote

- Shipped a new landing page for the online store, which highlighted the stories of our partner artists, resulting in a 2x increase in purchase conversion rate.
- Designed profiles for our partner artists which increased time spent on the website by 30%. The design was informed by user interviews and showcased the artist's background and style.

UX Designer / AIG

July 2018 — August 2020, Houston, TX

- Improved the information architecture of the main navigation by conducting A/B tests and refining task flows. These improvements resulted in a 5% increase in task completion.
- Increased user satisfaction score by 60% by applying the brand's design system, resulting in a consistent user experience across web and mobile platforms.
- Led weekly design reviews with engineering teams to ensure implementation feasibility and high-quality execution.

ADDITIONAL EXPERIENCE

Regulatory Compliance Analyst / AIG

September 2020 — July 2022, Houston, TX

- Led presentations to senior leadership on the progress of the \$98M technology infrastructure cost savings program.
- Aligned cross-functional stakeholders on new cybersecurity regulations, ensuring consistent risk management, mitigation, and monitoring strategies.

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EDUCATION

M.S. Human-Computer Interaction

Indiana University Bloomington

GPA – 3.9/4.0

Expected May 2024

B.S. Mathematics

University of Texas at Austin

December 2017

SKILLS

Design

UI/UX Design, Interaction Design, Wireframes, Product Thinking, Prototyping, Information Architecture, User Flow, Journey Maps, User Personas, Design System, Storyboards, High-fidelity Mockups

Research

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

TOOLS

Figma, FigJam, Invision, Sketch, Jira, Framer, Miro, Adobe Creative Cloud

VOLUNTEER

Design Mentor / Technovation Girls

October 2022 — April 2023

Mentored five international girls to create technological solutions for small businesses.