

KATELYNN HIPOLITO

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Junior UX/UI Designer

Passionate about merging human connection with creative problem-solving, I design intuitive, aesthetically pleasing products guided by user insights to simplify journeys and build emotional connections.

Projects

Department of Education Website Redesign Project | www.katelynnhipolito.com/casestudy/ed

The aim of this project was to simplify the student loan and grant research process for parents of high school seniors, providing streamlined information to better support their children's educational future.

- Skills: Agile Project Management, Persona Creation, Heuristic Evaluation, Accessibility Evaluation, Decision Flow Diagrams, Information Architecture, Sketching, Wireframing, Prototyping, Usability Testing, Atomic Design, UI Grids and Composition, Interaction Design, Iconography
- Tools: Figma, Slack, Trello, ChatGPT

Chompster Mobile App Project | www.katelynnhipolito.com/casestudy/chompster

The goal of this project was to enhance the food research experience for adventurous food enthusiasts by creating a curated, all-in-one platform for discovering restaurants with tailored recommendations.

- Skills: User Research Interviews, Insight Synthesis, Persona Creation, User Scenario, Storyboarding, User Journey Mapping, SWOT Analysis, Decision Flow Diagrams, Sketching, Wireframing, Prototyping, Usability Testing, Atomic Design, Interaction Design, Iconography
- Tools: Figma, Procreate, Paper and Pencil, ChatGPT

Work Experience

Bruno PR & Social Agency

September 2021 - Present

Digital Marketing Content Manager

Remote

- Facilitated cross-functional collaboration to align social media strategies with user experience goals, ensuring consistent messaging that resonated with target audiences, resulting in up to 15% increase in user engagement rates across accounts.
- Utilized user research and analytics to inform content strategies, ensuring alignment with user personas and enhancing user experience across social media platforms, increasing brand awareness with over 4 million impressions and reach for a client within 6 months.
- Identified user pain points through social media engagement and developed targeted strategies and designs that led to a 550% follower growth for a client within 4 months.

Education

Certificate in UX/UI Design

George Washington University

Washington, DC

May 2024 - November 2024

B.S. in Business Marketing

George Mason University

Fairfax, VA

August 2015 - Dec 2019