



# KERRY MCNAMARA

UX/PRODUCT DESIGNER

## CONTACT



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kerrymac.me



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## SKILLS

### Design

UI/UX Design, Design Systems, Wireframing, High-Fidelity Prototyping, Responsive Design, Information Architecture, Visual Identity.

### Research & Strategy

User Research & Synthesis, Heuristic Evaluation, A/B Testing, Competitive Analysis, Stakeholder Interviews, User Flows, Card Sorting.

### Technical & Tools

Figma Ecosystem, Maze, Optimal Workshop, Miro, AI tools, Adobe Creative Suite, HTML/CSS, CMS Platforms (WordPress, Duda, Wix), WCAG Accessibility Standards

## EDUCATION

### DesignLab UX Academy

Certificate of User Experience

### The Ohio State University

Bachelor of Music Education  
*magna cum laude*

## SUMMARY

Strategic UX/Product Designer dedicated to the end-to-end journey, from deep-dive research to refined visual execution. Specialized in SaaS and B2B systems, I bring a proactive lens to design, identifying complex edge cases and structural gaps before they impact the user. By balancing high-level system logic with meticulous UI craft, I deliver resilient frameworks that drive both user experience and organizational efficiency.

## EXPERIENCE

### Web Designer

Neon One  
Oct 2023-Present

Translating user research into a core SaaS template overhaul, implementing research-backed interface standards and guided content to improve system usability (ongoing).

Eliminated legacy design debt on high-traffic templates to reduce implementation time from days to hours.

Launched 75+ responsive websites, providing nonprofit clients with accessible frameworks for independent management.

Accelerated cross-team onboarding and communication by building a centralized knowledge base for Design, Support, and Sales.

### UX Designer and Marketing Consultant

GFS Chemicals, Freelance  
Jun 2024-Jan 2026

Drove 13% YoY sales growth via a UX-led B2B website overhaul, in coordination with Marketing and Developers.

Spearheaded discovery through dev-handoff, translating UX audits and stakeholder goals into a new site architecture and vetted wireframes.

Formalized a global visual identity, scaling an event-based design into a primary brand standard.

Boosted email engagement, including a 50% open-rate email campaign (surpassing the 25% baseline) and produced video assets.

### Lead UX Designer

Heisey Wind Ensemble, Pro bono  
Sep 2023 - Jan 2024

Directed a full-lifecycle website redesign, synthesizing research from 80+ participants to overhaul site navigation and donor-centric content.

Mediated Board of Directors feedback with user needs, navigating constraints to ensure a research-backed, strategic final product.

Strengthened brand storytelling by integrating original photography and strategic content to increase donor trust and conversion.

Managed the technical WordPress build, transitioning high-fidelity mockups into a live, responsive production environment.

### Founding Designer

Harmony Hideaway  
Dec 2022-Sep 2023

Orchestrated the end-to-end product launch of a new venture, managing the full design lifecycle from discovery and research to final production.

Defined the brand's visual identity and UX copy, building a cohesive system that drove early user adoption and local brand recognition.

Developed a high-performance web platform that served as the primary growth engine for the business, facilitating its induction into the Chamber of Commerce.