Kaitlyn Chasarik

kchasarik@gmail.com │ 9704124223 │ Aurora, CO

A transformative force who evolves digital products alongside their companies with a
combination of strategic design and deep empathy for users, creating great design
that isn't just about aesthetics—it's about solving real-world problems and enhancing
the lives of people.

WORK EXPERIENCE

Hawke Media │ UI/UX Designer and Developer   2020 - Present

Aligned and strategized UX and designed UI to improve stakeholder KPIs for both mobile and web products.
Led design overhaul informed by user research and KPIs for BAM Capital, driving revenue growth by 173%.
Strategized and mapped a crowdfunding application for Nobody Studios, generating $600 million in capital.
Guided digital strategy and design for Cafe Aroma's KPIs, expanding market reach to international standards.
Facilitated stakeholder workshops utilizing enterprise design thinking tools for project alignment and ideation.
Conducted user interviews, surveys, and usability testing such as card sorting, A/B and IA testing, and heatmaps.
Built user personas, empathy maps, sentiment analysis, and customer journey maps to inform design thinking.
Utilized UX to improve stakeholder KPIs such as functionality, engagement, retention, and revenue growth.
Ideated high fidelity and low fidelity mockups using rapid prototyping, iterative design, and parallel design.
Analyzed performance metrics and mapped strategy utilizing speed, accessibility, AI tools and analytic software.
Earned the nickname "unicorn" of the agency for performance on cross-functional teams in a fractional role.

Emerging Women │ Lead Website Operations   2021 - 2024

Steered website operations using analytics and KPIs in an autonomous, contractual leadership role.
Led website overhaul project, aligning it with modern standards, resulting in a 100+ page site transformation.
Managed a cross-functional team to execute the overhaul project to the stakeholders' vision.
Directed high-level stakeholder workshops and journey mapping sessions with managers, CEO, and team.
Conducted A/B testing, heat mapping, and usability testing to double the website's conversion rate.
Developed the interface for the user dashboard, enhancing website functionality and user engagement.
Maintained the website's information architecture, enhancing navigation and usability.
Mentored and guided a new web designer, facilitating her transition into mobile-first product design.

Green Egg Media Online │ UI/UX Designer   2021 - 2023

Led the creation of user interfaces for digital products in a self-directed and collaborative, fractional role.
Designed and implemented calendar and data tracking elements for a femtech app, creating better usability.
Developed comprehensive design systems for a green-tech B2B, ensuring consistency and efficiency.
Created interactive prototypes for client presentations, communicating design concepts and functionalities.
Conducted competitor analysis to identify market trends and opportunities, informing design strategies.

Gr0 │ Web Designer   2020 - 2020

Crafted compelling visual storytelling elements for client websites for this SEO focused marketing company.
Created conclusive user personas and journey maps to guide decisions and prioritize user needs and pain points.
Collaborated with developers to ensure seamless integration of design elements and functionalities.
Reduced user frustration and improved navigation for clients and customers through user research.

S&S Contracting Services | UI/UX Designer and Developer   2017 - 2020

Spearheaded digital and web design for the subsidiaries of this multi-company contracting business.
Implemented accessibility standards and best practices to ensure inclusive design for users with disabilities.
Conducted heuristic evaluations and usability audits to identify areas for optimization in existing designs.

Frontsteps | Web and Product Designer   2015 - 2017

Created custom product templates tailored to the world class SaaS divisions within this holding company.
Orchestrated the redesign of client websites to align with evolving market trends and user expectations.
Integrated advanced analytic and tracking tools into client websites, providing valuable metrics for user behavior.

* Charcoal Grey Design Co. | Product Designer   2017 - Present

Experienced in remote, fractional roles; self-directed, collaborative and fast-paced.
Created visually stunning and emotionally resonant UI/UX designs for clients, elevating user experiences.
Optimized KPIs and conversion funnels for client Balaeyon resulting in +6,600% increased sales rate.
Integrated qualitative and quantitative research into metaverse products for Virbela during rapid company growth.
Orchestrated branding overhaul of 100+ products for The Motley Fool, for a cohesive identity that resonated.
Collaborated with cross-functional teams to develop innovative solutions for complex design challenges.
Implemented user feedback loops to gain insights and iterate on design solutions, ensuring regular improvement.
Finely-tuned clients' mobile and web applications to create pixel-perfect, detail-oriented designs.
Produced wireframes, prototypes, low fidelity and high fidelity iterations, overseeing end-to-end product builds.

SKILLS

Design | Enterprise Design Thinking, User Interface Design, Responsive Design, Design Systems, User Flow,
Rapid Prototyping, Usability Testing, Ideation, Competitor Analysis, Journey Mapping, Empathy Mapping, App
and Web Design, Web Development, Strategy, Visual Design, SaaS, Femtech, Fintech, AI, LLMs

Tools | Figma, Sketch, Adobe Creative Suite, Google Analytics, Hotjar, Wordpress, Shopify, Webflow, Canva,
Affinity, Git, Framer X, Chat GPT, Weavo Pulse, Wave, Userway

Languages | HTML, CSS, Javascript, Bootstrap, jQuery, React, PHP

Work Style | Detail-oriented, Growth Mindset, Analytic Processor, Innovator, Autonomous Worker, Team Player

---

EDUCATION & CERTIFICATIONS

BFA Graphic Design | Colorado State University | August 2011 - December 2014

CSS, HTML & Javascript Certification | W3Schools | December 2015

Enterprise Design Thinking | IBM | Practitioner—April 2025, Co-Creator—April 2025, AI—May 2025

SAMPLES

Portfolio | portfolio.chargreydesign.com
    ↳ *full case studies showing strategy, research, and outcomes*

LinkedIn | linkedin.com/in/kchasarik