

# Kaylene Finch

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## EXPERIENCE

### ReCharge Payments, Remote — *Visual Designer*

SEPTEMBER 2018 - DECEMBER 2020

- Produced web page designs for all types of marketing and product initiatives, including; customer stories, documentation, podcasts, blogs, partners, and new features.
- Collaborated with developers to convert designs into usable interactive website elements.
- Led design and branding efforts for two major customer conferences (ChargeX 2019 and 2020) which consisted of 300+ attendees, involving both in-person and virtual events.

### Grow.com, Provo, UT — *Senior Designer*

AUGUST 2016 - SEPTEMBER 2018

- Led all design efforts within the marketing team, including: branding, logo design, website design, and two customer summits
- Conducted A/B testing with different website and email layouts, designs, and formats in order to maximize conversion rates and SEO.
- Created an official brand guide to direct company-wide design decisions in order to strengthen the company's visual identity and establish consistent marketing and sales resources.

### FamilySearch.org, Orem, UT — *UX Design Intern*

MAY 2016 - AUGUST 2016

- Created wireframes and prototyped new features.
- Designed emails, graphics, and web pages to boost marketing promotions.

### UVU Athletics Marketing, Orem, UT — *Head Designer*

AUGUST 2013 - MAY 2016

- Directed all design decisions to create a consistent and recognizable brand that complemented each athletic team and its fans.
- Generated graphics for all sports-related social media posts, billboards, and other physical advertisements; which helped UVU break every sport attendance record.

## EDUCATION

### Utah Valley University, Orem, UT

*Bachelor of Science: Digital Media-Internet Technologies*

Magna Cum Laude

## SKILLS

Graphic Design, Web Design, Wireframing, Print Design, Site Mapping, Typography, Iconography, Motion Graphics, Documentation, Brand Guidelines, Social Media, Prototyping, Responsive Design, SEO, Marketing, A/B Testing

## TOOLS

Sketch, Figma, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe After Effects, Adobe Premiere, Adobe Acrobat, Adobe Lightroom, Principle, Slack, Microsoft Office, WordPress, InVision, Google Analytics, Google Optimize, Shopify

## LANGUAGES

HTML5, CSS3, JavaScript