

KAITLYN ELISE IRVINE

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Education

2011-2014 **University of Florida**
BFA Graphic Design

Industry Experience

IDEO

Interaction Design, Strategy, Design Research

JUL 2019 - present
APR 2018 - JUL 2019

Senior Interaction Designer
Interaction Designer

Creating positive impact through human-centered products, experiences, systems, and services in digital therapeutics, FinTech, insurance, and retail.

Viget

Web Design, Product Design, UX, Strategy, XR

AUG 2016 - MAR 2018

Designer

Crafted brands, digital products, and interactive experiences as a client-facing design partner in industries ranging from circular fashion and FinTech ventures to non-profit associations and corporations. Brands: PBS Kids, JUST Capital, AECOM, The White House Historical Association, Fashion Positive.

POSSIBLE

Advertising, eCRM, UI/UX

JUN 2015 - JUN 2016
FEB - MAY 2015

Designer
Associate Designer

Launched data-driven experiences ranging from full web redesigns and eCommerce ecosystems, to eCRM programs and interactive promotions. Brands: Gillette, EAS, Abbott, Febreze, P&G, Ad Council.

Victoria's Secret

eCommerce, CRM, Mobile, UI

JUN 2014 - JAN 2015
AUG 2013 - JUN 2014

Digital Creative
Senior Intern

Designed marketing assets that emulate the VS brand. Responsibilities included collaborating with merchants, selecting imagery, creating promotional assets, and overhauling the digital brand book with best practices for seasonal assets and back-end formatting optimizations.

Initiatives & Organizations

JUN 2020 - present

UFGD Design Council

Founder & Alumni Lead

Established a cohort to connect a nation-wide design community of students, faculty, and alumni from the University of Florida Graphic Design program. I am directing two teams in launching our first initiatives: a virtual mentorship program and a campaign to fuel academic fundraising.

FEB 2020

Carbon Five SF Talk Nights

Speaker, "Human-Centered Learning Loops"

Teamed up with Design Researcher Nadia Surtees to present some of our favorite research stories and methodologies for building human-centered products at IDEO. Takeaways included methods for developing equitable research plans, frameworks for playful iterative testing, and tools for synthesizing findings on the fly.

OCT 2017

Reality, Virtually Hackathon

Participant, 3rd Best Everyday Mobile AR Hack

Hand-selected among 375 artists and engineers from around the world to compete in the 2nd-annual VR/AR hackathon, organized by MIT. Our team placed in the top 10, out of 80 teams, for our philanthropic augmented reality application, Luminare.

SEP 2017

Denver Startup Week

Speaker, "Building Something in AR/VR?"

Spoke on an interdisciplinary panel with 4 Designers and Engineers covering the basics of AR and VR. Our discussion concentrated on what entrepreneurs need to know to design, produce, and scale new ventures in this space.

AUG 2017 - APR 2018

Design Hour

Organizer

Energized the Boulder community through various events, including: creative improv competitions, storytelling workshops, guest lectures, and monthly design debates.

JAN 2014

a2ru Emerging Creatives

Student Attendee

Received full-scholarship from the University of Florida to attend the first a2ru conference, hosted by Stanford University. I was 1 of 100 students from various research universities selected. We practiced Design Thinking in an exclusive hands-on workshop facilitated by the d.School.

Musings & Interests

- Backpacking
- Orin Swift
- Aspen Trees
- Mint Green Tea
- Motorcycles
- Quentin Tarantino
- Inkwashing
- Backcountry Skiing
- Sushi