

# KELLY SCHERR

## Senior User Experience Designer

Seattle WA scherrkelly@gmail.com www.kellyscherr.com 503.706.6770

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### Dedicated, professional and driven designer with diverse skills

- Seven years of UX design experience spanning mobile apps for startups and large enterprise software
- Designed the entire user experience for hands-on interactive science museum exhibits for ten years
- Detailed, organized, and experienced in human-centered design methods
- Creates user friendly design solutions to address complex usability problems
- Effectively communicates design ideas persuasively and concisely to broad based teams

### Experience

#### Sr UX Designer

Boeing Bellevue, WA Aug 2018–Apr 2020

Worked with a large team creating a new central hub of business data and analytics for the entire enterprise. Users could customize interactive dashboards, explore data from across the company, and create presentations with live data. Was the lead designer for a scorecard feature that presented an overall business performance score for a department based on the scores of various key metrics. Also designed the interfaces that allowed administrators to input data into the system, control access to sensitive data, and manage the approval process for gaining access to the system.

- Conducted user interviews to understand current work flows, successes and pain points
- Utilized usability tests to challenge assumptions and more fully understand user needs
- Provided leadership by advocating for current user needs while planning for future growth during feature road map discussions
- Created a design library to allow standardization among design mockups and fellow designers
- Supported multiple teams (local and remote) and delivered detailed design specifications in an Agile development process

## UX Designer

MetaBrite Seattle, WA Mar 2013–Mar 2018

Initially I worked solely with the founding partners to create the user experience, wireframes, visual mockups, and user flows for a new mobile app called CookBrite. I collaborated and iterated with a team of developers and designers through development, launch, and revisions. Later I designed and optimized a receipt scanning mobile app and the internal software tools MetaBrite used to manage the digital processing of receipts. I also created the logo, brand guidelines, and website for a consumer data product called Luminous.

- Defined the user experience by translating ideas into user flow diagrams, wireframes, prototypes, and visual design mockups
- Conducted research and competitive analysis to guide initial designs and then incorporated user testing feedback to improve them
- Participated in and led design thinking sessions to gather research and uncover user pain points
- Gave, received and incorporated constructive feedback while moving the design through an Agile development process
- Created specifications to document interactions, define visual layout requirements, and clarify expected behavior
- Produced visual assets and collaborated with developers during implementation of the designs
- Created prototypes for user testing and worked directly with the CEO to develop visually rich presentations for investor pitch meetings
- Developed visual design and branding guidelines that were incorporated into the interface, website and branding
- Set direction and iterated upon the company's website as MetaBrite grew and its product evolved

## Graphic and Presentation Designer

Focal Point Oakland, CA Mar 2011–Mar 2013

Created illustrations, infographics, animations and PowerPoint slides for high profile trial presentations

- Supported cases that involved the medical, financial, technology and environmental industries
- Quickly adapted to the firm's detailed, collaborative and highly iterative design process
- Worked on-site and in client war rooms to produce deadline driven additions and edits

## Exhibit Designer

Oregon Museum of Science and Industry   Portland, OR   Oct 2001–Jan 2011

Created engaging and dynamic hands-on interactive exhibits by integrating multiple mediums into one user friendly experience

- Led the design process, from start to finish, for graphics, software, and structures
- Designed software interfaces for games, informational kiosks and full body interactives
- Created entire graphics packages including environmental panels, interpretive graphics, logos, icons, illustrations, infographics, and wayfinding signage
- Art directed and produced artwork for animations, photo shoots and video shoots
- Designed structures, physical interactives, artifact displays, and kiosks
- Provided support during production by working closely with fabricators and managing the work of vendors and freelance designers
- Directed all aspects of incoming traveling exhibits including budgets, contracts, rental fees, installation schedules, and developing a long-range vision for future exhibits

## Freelance Designer

Portland, OR   Oct 2001–May 2011

Designed, developed and implemented a variety of design projects including exhibit design, brand identity, and footwear color design for Nike

## Architectural Designer

Portland, OR   Apr 1997–Oct 2001

Involved in all stages of architectural design including planning, schematic design, design development, detailing, and construction

## Education

### Bachelor of Architecture Degree

North Dakota State University, Fargo ND

September 1989–May 1995

### Graphic Design

Portland State University, Portland OR

January 1999–June 2001