Mackenzie Kuettel

Product Designer

👤 Profile

I am a Product Designer with a passion for creating thoughtful and intuitive design. I believe that combining creativity with technology can have a positive impact on the world by creating ease and joy in the lives of others. I aim to continue the practice of working to understand users, in order to iteratively come up with simple solutions to complex underlying problems.

💼 Employment History

E-Commerce Advisor at Alacrity Canada, Remote

January 2023 — March 2023

- Developed digital strategies based on initial assessments and the unique goals of small businesses
- Provided training and support to small business owners on how to effectively use e-commerce platforms and tools, as well as best practices for digital marketing and customer engagement

Teaching Assistant | UX Design at Brainstation, Vancouver

September 2022 — December 2022

- Facilitated and led morning kickoff sessions with over 30 students
- Provided 1-1 mentorship and design critique to students on a weekly basis
- Assessed student work and gave direct feedback on UX projects
- Project Managed a team of students in a 24hr hackathon event

Owner & Music Instructor at Roam Music Studio, New Westminster

September 2020 — June 2022

- Created valuable and enjoyable lesson experiences personalized to each student's unique goals and learning styles
- Coached and instructed over 50 students individually on a weekly basis
- Designed and created website, branding, and marketing
- Gained insights and implemented feedback from students through forums and surveys

🎓 Education

User Experience Design Diploma, Brainstation, Remote

July 2022 — September 2022

★ Projects

Roam , Brainstation

- Led the end-to-end design process for an iOS application
- The project included conducting user interviews, creating a designsystem, brand development, and low-high fidelity prototyping through Figma

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Details

Vancouver
Canada
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Links

Portfolio
LinkedIn

Skills

Figma

Invision

Interaction Design

User Research

User Flows

Prototyping

Usability Testing

Design Systems