

Kenna Branch

UX Designer / Product Designer

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EXPERIENCE

Seamgen / San Diego, CA — UX Design Intern

05/2024 - 08/2024

- Developed wireframes, prototypes, and user flows to enhance the user experience of digital products, contributing to a 25% improvement in overall site performance.
- Collaborated with 5+ cross-functional team members, including stakeholders and developers, to deliver design solutions that aligned with business goals and user needs.
- Created and maintained design documentation, including style guides and specifications, ensuring consistency across 10+ digital product features and marketing materials.

Tanbii / San Diego, CA — UX/UI Design Intern

04/2024 - 05/2024

- Led user research within a community of 6,000+ members, using insights to drive creative solutions and enhance engagement for eco-friendly educational games.
- Created high-fidelity mockups and design prototypes based on stakeholder feedback and project needs.
- Iterated on designs based on usability testing and feedback from 20+ users, improving usability and increasing overall user satisfaction by 15%.

Zummi / San Diego, CA — Product Designer

10/2023 - 01/2024

- Designed and implemented 15+ core components for the company's design system, improving visual consistency and usability across the platform for 1,000+ active users.
- Designed components for the company's design system, ensuring consistency across the platform.
- Partnered with 5+ stakeholders to refine and implement wireframes and prototypes, aligning design solutions with key business objectives and user needs.
- Demonstrated a growth mindset by actively iterating designs based on feedback and evolving project requirements.

EDUCATION

Arizona State University / Tempe, AZ

Bachelors Degree in Graphic Information Technology (User Experience)

- Cumulative GPA: 3.8/4.00
- Dean's List: (2019 - 2023)

SKILLS

Core UX Skills / Wireframing, Prototyping, User Research, Usability Testing, Interaction Design, Visual Design, Accessibility, Heuristic Evaluation, Journey Mapping, Information Architecture, Design Systems, Iterative Design, Cross-Functional Collaboration, Responsive Design, Agile Methodologies

Technologies / Figma, Adobe XD & Creative Suite (Photoshop, Illustrator), Framer, Balsamiq, Slack, HTML, CSS, Microsoft Office, Canva

Soft Skills / Collaboration, Adaptability, Empathy, Problem-Solving, Communication, Attention to Detail, Receptive to Feedback, Cross-Functional Teamwork, Time Management

CERTIFICATIONS

Google UX Design Professional Certificate / Coursera, Completed: August 2025