

# Kassia Mayo

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Completed an intensive UX Design program in design foundations, processes, and tools. Experience in conducting user research, running design sprints, giving and receiving feedback, and making presentations. Building upon 3+ years' experience in instructional design, eager to apply skills in pattern recognition and visual design to a new career as an entry-level UX Designer.

## RELEVANT SKILLS

**Tools:** Figma • Google Drive (Docs, Slides, Sheets) • Moodle • WordPress • Survey Monkey • Director 365

**Processes:** Design Sprints • Persona Building • Defining Problems And Hypotheses • Wireframing • Prototyping • Accessibility Best Practices • UX research • Video Editing

**Applied:** User Flows • Storyboards • Wireframing • Prototyping • Visual Design • Information Architecture

**Related:** Empathy • Creativity • Problem Solving • Adaptability • Technology Proficiency

## EDUCATION, CERTIFICATES, & CERTIFICATIONS

Merit America • Virtual

03/2025

### Google UX Design Professional Certificate

- Immersion in **foundational principles** of UX design, including: user-centric & equity-focused principles; cross-functional team collaboration; taking a project through (1) empathy research, (2) definition, (3) ideation, and (4) prototyping; visual design foundations; responsive and cross-device design
- Training in **essential tools and practices**, including: applications (Figma); visual frameworks (journey-mapping, storyboarding, wireframing, low-/high-fidelity prototypes, final specs); research methodologies (interviews, surveys, usability, data, competitive auditing); ideation techniques (HMWs, crazy eights)
- Performed **true-to-life UX project work**, including case studies on essential tools and practices:
  - Case Study: [Komfort Kash Mobile App](#)

Bachelor's Degree in Community Arts and Engagement • *University of Alabama* • Birmingham, AL

05/2018

62 credits towards Bachelor's Degree in Early Childhood Education • *Covenant College* • Lookout Mountain, GA

05/2016

## RELEVANT EXPERIENCE

UX Design Team Lead - *AscentUp*, Virtual

10/2025 - Present

- Facilitate daily stand-ups and weekly critiques to ensure design consistency, gather feedback, and resolve roadblocks within the team
- Present design concepts and research findings to stakeholders, effectively articulating design rationale based on user feedback and business goals

Early Childhood Online Training Specialist - *Alabama Public Television*, Birmingham, AL

12/2021 - Present

- Design and deliver 8 new online trainings for educators, integrating e-learning tools to enhance engagement and align with instructional design principles
- Analyze user feedback responses using Survey Monkey to refine course content, improving accessibility with a satisfaction rate of 4.8/5
- Update and maintain new and existing trainings, resulting in Increased participant engagement by 150% from 9,234 in 2021 to 23,077 in 2024, reflecting significant growth in program reach and effectiveness during my tenure as an Online Training Specialist

Administrative Assistant - *Alabama Public Television*, Birmingham, AL

01/2019 - 12/2021

- Provided excellent customer service to 63 trainers, ensuring smooth onboarding and ongoing support
- Organized data, created spreadsheets, and tracked key performance indicators for training programs, resulting in the successful professional development of over 3,000 educators affecting over 25,000 children
- Communicated effectively using Outlook, OneDrive, and Basecamp with 12 stakeholders to create a collaborative, supportive environment

Student Supervisor - *Alabama Blues Project*, Tuscaloosa, AL

08/2017 - 05/2018

- Supervised and coordinated the efforts of a team of 6 teachers and students to ensure smooth daily operations and adherence to program goals
- Led impactful training sessions to teach music and art skills to local elementary students, leading to over 50 children performing 3-5 blues songs to an audience of 20-30 stakeholders