

# KALINA HECKMAN

Lawrence, KS

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## SUMMARY

Trained at the University of Texas at Austin's UX/UI program, with a strong foundation in user-based design. Experienced in leading teams to successfully align branding and technical requirements across various digital projects, including websites, landing pages, logos, email campaigns, and social media content. Skilled in defining and executing design strategies that balance user needs with business goals. Specializing in user research, usability testing, information architecture, and interaction design to create intuitive, engaging experiences that enhance user satisfaction and strengthen brand loyalty.

## TECHNICAL SKILLS

### Technical:

- Wireframing & Prototyping- Low/high-fidelity wireframes
- Card Sorting & Tree testing- Organizing content for navigation
- Brand Guidelines- Ensuring consistency across products
- Design Tokens- Standardizing colors, typography, spacing
- Component Libraries- Creating scalable UI components

### UX/UI:

- Figma- wireframing, prototyping, and collaboration
- HTML & CSS (Basic knowledge)- Understanding structure and styling
- Bootstrap (Basic knowledge)- Responsive design frameworks
- Usability Testing- Conducting A/B tests, heuristic evaluation
- User Research- Surveys, interviews, focus groups

## PROJECTS

### Lend A Paw

[https://www.canva.com/design/DAGk75QYt94/IRF\\_eKxzMcX5IGnkZb8Y7Q/edit?utm\\_content=DAGk75QYt94&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGk75QYt94/IRF_eKxzMcX5IGnkZb8Y7Q/edit?utm_content=DAGk75QYt94&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

- This project was in a group setting where I was the team lead. My responsibilities were keeping the team organized and on task, while also working on wireframes, designing, conducting interviews, and researching.
- Lend a Paw's objective is to make the process of helping animals more streamlined through organized resources conveniently listed on the app. The four individuals who underwent usability testing found the concept to be useful and easy to navigate. Compared to traditional methods of finding resources, we estimate users of Lend a Paw **would save 40 %+ of their time by having those resources centralized in one place.**
- This project's tools were Figma, Google Surveys, Canva, Otter AI, and Chat GPT.

**Open My World- Therapeutic Horse Riding**

[https://www.canva.com/design/DAGk70HA9VI/ZkjPj6aRMOUHVva70YSoyFw/edit?utm\\_content=DAGk70HA9VI&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGk70HA9VI/ZkjPj6aRMOUHVva70YSoyFw/edit?utm_content=DAGk70HA9VI&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

- This project was in a group setting, and I helped in every step of the process, from research and interviews to wireframes and a style guide.
- The objective of Open My World's website redesign is to increase engagement, reduce bounce rates, increase donations, increase program sign-ups, and strengthen social media-driven traffic, demonstrating measurable progress in making equine-assisted therapy more accessible and expanding community support.
- This project's tools were Figma, Otter AI, Canva, and Chat GPT.

**Mind Free**

<file:///C:/Users/kalih/Downloads/Mindfree%20Presentation%20Deck.pdf>

- This project was in a group setting, and I heavily led the research of the project while also helping with putting elements together to create the design.
- Mind Free turns screen detoxing into a fun, interactive game. Rewarding users for staying off their devices and helping them build healthier habits through challenges, progress tracking, and daily goals that make unplugging feel like leveling up.
- This project's tools were Figma, Otter AI, Google Slides, Google Surveys, and Chat GPT.

**EXPERIENCE**

**Banquet Manager**  
**Maceli's Catering**

2024– Current  
Lawrence, KS

Oversees the planning, coordination, and execution of banquet events. Manages staff, ensures high-quality service, collaborates with clients on event details, and ensures smooth operations from setup to breakdown.

Key Accomplishments:

- Shift lead for setting up banquets and organizing team tasks
- Help organize conferences, fundraisers, and other large party events.

**Server**  
**Johnny's Tavern**

2016-2024  
Shawnee, KS

*Provided attentive and efficient service to guests in a fast-paced dining environment. Took orders, delivered food and beverages, handled payments, and ensured a positive dining experience through excellent customer service and teamwork.*

Key Accomplishments:

- *Successfully resolved guest concerns with patience and empathy, turning potential complaints into positive outcomes.*
- *Recognized for consistently going above and beyond to make celebrations and special occasions memorable.*
- *Supported teammates during high-stress shifts with positivity and cooperation, contributing to a respectful and uplifting work culture.*

**EDUCATION**

**UX/UI Boot Camp Certificate:** *University of Texas, Austin, TX*

**Bachelor of Arts History:** University of Kansas, Lawrence, KS

- Focus on Western architecture

**Associates of Liberal Arts:** Johnson County Community College, Overland Park, KS

- Focus on Architecture