

KELLY REDZNAK

EXPERIENCE LEAD

🌐 kellyredznak.com | pw: nyc

✉ kredznak@gmail.com

📍 New York, NY 11105

EDUCATION

2013 - 2014

Certificate, User Experience Design
General Assembly NYC

2005 - 2007

Certificate, Graphic Design
Miami Ad School Atlanta @
Portfolio Center

2002 - 2005

**Associate of Arts & Science (AAS),
Graphic Design**
Parsons School of Design, NYC

1995 - 1999

**Bachelor of Science (BS),
Advertising**
Johnson & Wales University, RI

KEY SKILLS

// PROFESSIONAL

- User Experience (UX)
- Design Thinking
- Market Research
- Strategy
- User Journeys
- Wireframing
- Heuristic Evaluation
- User Experience Testing
- AI, VR, AR explorations

PROFILE

I tackle business challenges with creative solutions for diverse audiences, leading teams to deliver seamless experiences. I oversee research, A/B testing, design explorations, and cross-functional tech development. Committed to innovation, I motivate teams, build client relationships, and contribute to discovery workshops and design thinking sessions, championing achievements and fostering continuous improvement.

PROFESSIONAL EXPERIENCE

Experience Lead

Aquent Studios, New York, NY

Oct 2024 - Current

Lead Consultant at Aquent Studios, designing elegant, user-centric solutions that balance business goals and technical constraints.

- Expert in project strategy & planning, driving innovation through well-supported proposals.
- Skilled in UX for complex, large-scale challenges, delivering comprehensive design solutions.
- Proficient in process flows, wireframes, and prototypes, ensuring seamless user experiences.
- Strong stakeholder alignment & collaboration, navigating ambiguity to drive scalable impact.

Experience Lead

Publicis Sapient, New York, NY

July 2021 - June 2024

Experience Lead for multiple clients, such as Ford, Verizon, UPS, and Walgreens. Collaborate closely with clients to ensure the successful achievement of project goals within specified timeframes.

- Used creative thinking to develop innovative solutions that improved user experiences and efficiently resolved complex problems.
- Applied advanced knowledge in audits and competitive analysis to identify market opportunities and optimize strategic positioning, leading to significant competitive advantages.
- Developed detailed system maps, user journeys, and interactive flows that provided clear, actionable insights, improving overall user interaction.
- Created functional wireframes for new features, ensuring seamless integration and robust performance, contributing to successful product launches.

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EXPERTISE

// SOFTWARE

- Figma
- Sketch
- Adobe XD
- InVision
- Miro
- Photoshop
- Illustrator
- SAFe Agile
- Jira
- Google Analytics

ACHIEVEMENT

2025

AWARD / ACHIEVEMENT

Immersive Insiders

XR Design Challenge Finalist for Contextual AI: Utility with Camera Access app.

SOCIAL INFO

LinkedIn

[linkedin.com/in/kellyredznak](https://www.linkedin.com/in/kellyredznak)

Instagram

www.instagram.com/kellyredznak

UX Designer | Product Designer

Freelance, New York, NY

March 2014 - June 2021

Freelanced as a UX Practitioner at Havas, SiriusXM, Barnes & Noble, Blip-par, McCann, Arnold, and Saatchi - worked on various digital artifacts like responsive websites, mobile applications, design systems, ecosystems, and virtual and augmented reality.

- Designed user flows and created low/high-fidelity wireframes, providing developers with clear, actionable guidelines that accelerated the development process.
- Presented designs to clients and managed feedback efficiently, fostering strong client relationships and ensuring the final product met their expectations and requirements.
- Developed user-centric concepts that seamlessly aligned with business goals, resulting in products that delivered high user satisfaction and drove business growth.

ADDITIONAL RELEVANT EXPERIENCE

Graphic Designer | Art Director

Freelance, Full Time, New York, NY

Worked as a Graphic Designer/Art Director for The College Board, Vanity Fair, Self, Paper Magazine, and Ziff Davis Media.

- Utilized advanced skills in Adobe Creative Suite to produce high-quality designs, resulting in a increase in client satisfaction and faster project turn-around times.
- Ensured all design elements were meticulously crafted and consistent, leading to a reduction in revision requests and higher approval rates from clients.
- Effectively translated client needs into compelling creative solutions, achieving an increase in repeat business and positive client feedback. Created logos, brand systems, editorial designs, and book layouts using traditional typography, color theory, photo editing, and layout composition skills, resulting in a cohesive brand identity