



# Kara Lock VanRoekel

*I design beautiful, innovative, and intuitive products.*

## CONTACT ME

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## MY EXPERTISE

User-centered design	★★★★★
User research and analysis	★★★★★
Visual design	★★★★☆
Mobile and responsive design	★★★★☆
Icon and logo design	★★★★☆
Branding	★★★★☆
HTML, CSS, JS	★★★★☆
Agile methodologies	★★★★☆
Grid systems and frameworks (Bootstrap, UIKit)	★★★★☆
Information architecture	★★★★☆
Accessibility	★★★★☆
InVision	★★★★☆
Photoshop, Illustrator, Sketch, Balsamiq	★★★★★

## MY EDUCATION

**University of Michigan**  
Graduate School of Information  
M.S.I. Human-Computer Interaction

**Cornell University**  
B.A. Archaeology, Art History

## EXPERIENCE

**Principle UX Consultant** Feb 2016-Present  
**Gravity Drive**

- Manage social media and client development strategy
- UX/UI research and design on contract projects

**Sr. UX Specialist** Mar 2010-Dec 2015  
**Elsevier, Inc.**

- UX/UI research and design Lead for the Clinical Support products
- Planned and led customer feedback and research activities
- Analyzed and applied data from research, customer feedback, and other sources
- Created wireframes and pixel-perfect mockups for product redesign work and new product ideation and development
- Collaborated with product owners on branding, product alignment, and high-level strategy
- Worked with developers on front-end production-level code
- UX resource on multiple remote agile development teams
- Coordinated communications between user groups, developers, product owners and other stakeholders
- Championed responsive design, mobile first design, and accessibility
- Continued to grow membership and attendance for the UX research and design newsletter and usability events

**UX Specialist** Aug 2004 – Mar 2010  
**Elsevier, Inc.**

- UX/UI research and design on scientific research, medical reference, online journals and publications, and ecommerce initiatives
- Contributed to the design, usability, development, and accessibility of Science Direct, Scopus, MD Consult, Mosby's Nursing, Imaging Consult, and The Lancet
- Established a UX research and design newsletter
- Organized local World Usability Day and other usability events

**Usability Designer** May 2002 – July 2004  
**Diamond Bullet Design**

- Designed, ran, and analyzed observational user tests, surveys, and focus groups
- Project manager for the redesign of the Human Factors and Ergonomic Society website
- Lead information architect and user researcher on the redesign of the University of Michigan Business School website