KIRA STREET

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EXPERIENCE

Senior Product Designer
McGraw Hill | Remote/Contract | Sept 2023-Present
I support McGraw Hill in designing and researching for a digital experience to support middle and high school students in ELA/Humanities classes.
• Partnered with cross-functional teams to formulate a research plan for teachers and students
• Created prototypes to test with users and to send to third party vendors to produce our digital products
• Established the visual design for our digital New Literacy experience

Freelance Product Designer
Kira Street Designs LLC | Remote | Jan 2021-Sept 2024
I've worked as a freelance designer for several clients, working with them on their graphic and product design needs.
• Partnered with individuals and organizations in industries that include non-profits, consulting, construction, and logistics to design websites, digital products, and print collateral to support their brand or organization.
• Managed design contractors to support client work through UX research, including interviews and research analysis
• Contracted with several design agencies on work that included defining product UX through user flows and wireframes, creating user research protocols, and designing brand-aligned UIs

Product Designer
Guild Education | Denver, CO | Sept 2020-May 2022
I mainly worked on a squad for the Admissions and Enrollment team which focused on making the experience of applying for and getting enrolled to school easier. I worked in an agile environment with product management, front-end developers, and data scientists. I also supported teams, like marketing, with my design expertise.
• Used Sketch, Invision, Miro, and other design tools to output high-quality, user-centric product designs
• Redesigned the full onboarding flow which led to an increase in students submitting school applications
• Implemented design research through user interviews, surveys, and unmoderated tests

UI/UX Designer
KUKA Robotics | Austin, TX | June 2018-June 2020
I led out in the design of KUKA Compose, a cloud SaaS product for load analysis on robots. I worked in an agile environment with product management, front-end developers, and robot experts to launch it. I also supported KUKA Connect by designing new features to add value for its users and that match its system and style.
• Simplified complex robotics concepts into intuitive experiences for novices and experts
• Used Illustrator, Invision, and Axure to design interactive, accurate, ready-to-test prototypes to communicate designs
• Developed a research protocol with colleagues from Germany to discover how users interact with KUKA Compose

EDUCATION

University of Texas at Austin | 2016-2018
Master of Fine Arts in Design

Massachusetts Institute of Technology | 2012-2016
Bachelor of Science in Mechanical Engineering, Concentration in Product Design and Architecture

SKILLS

Figma | Sketch | Axure RP | Invision | Adobe Illustrator | Adobe Photoshop | Agile methodologies | UX research