

Keegan Lind

Columbus, Ohio

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PROFESSIONAL SUMMARY

As a driven Junior UX/UI Designer, I am committed to creating data-driven and intuitive design solutions. My enthusiasm for interaction design, prototyping, user research, and visual design is matched by an interest in creating solutions for complex user challenges by understanding their needs, pain points, and motivations. I am ready to begin my professional journey in the UX/UI field, seeking opportunities to grow my existing skills and develop new ones. Additionally, I am seeking mentorship from experienced UX/UI professionals to further my growth and success in the field.

SKILLS

- Figma/Figjam
 - User Experience
 - Design Thinking
 - Interaction Design
 - HTML/CSS/Javascript
 - Usability Testing
 - User Research
 - Information Architecture
 - Prototyping & Wireframing
 - Market Analysis
 - Branding
 - Communication
 - Training / Mentorship
 - Collaboration
 - Time Management
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EDUCATION

The Ohio State University

September 2023 - March 2024

Certificate of Study : User Experience and User Interface Design

- In depth learning of UX/UI and design principles by executing hands-on exercises and case studies
 - Skills learned include: User research, Definition + Ideation, Prototyping, User Testing, UI Design, and HTML/CSS
- Developed an understanding of using data via results of testing and research to make justified design decisions to solve for user pain-points while addressing their needs and motivations
- Grew a technical skillset by working with Figma, FigJam, Miro, GitHub, and Visual Studio Code over a 6 month time frame
- Developed skills in communication, collaboration, and team leadership via group projects and case studies
- Practiced presenting my ideas, case studies, and projects to stakeholders clearly and concisely by utilizing graphics, data, and storytelling

University of Akron | Akron, OH

August 2016 - May 2021

Bachelor of Business Administration: Marketing Management | Dean's and President's List

EXPERIENCE (* Worked concurrently with College Studies)

Carrier Portfolio Manager | C.H. Robinson - Columbus, OH

March 2024 - Current

* Carrier Representative | C.H. Robinson - Columbus, OH

March 2022 - March 2024

Associate Carrier Representative | C.H. Robinson - Columbus, OH

September 2021 - March 2022

- Promoted to Capacity Portfolio Manager by exceeding set performance goals by ~ 5%.
- Develop and maintain strategic relationships with carriers by understanding their fleets and overall freight + business needs.
 - Manage 10-220 large to mid-size carriers and spearhead new carrier contact/development
 - Achieved ~ \$4,200,000 in gross revenue in 2023 (5% growth over 2022)
 - 3,500 truck loads booked in 2023 (86% growth over 2022)
- Problem solves transit issues ensuring carriers maximize time and maintain schedules leading to increased revenue.
- Facilitate negotiating rates with carriers and internal customer-facing reps to maximize company and carrier revenue.
- Effectively work with a diverse group of drivers, dispatchers, and owners presenting barriers in communication, workstyle, and cultural differences.

*Sales Representative | organicgirl LLC. - Cleveland, OH

July 2020 - January 2021

- Managed sales territory of 50+ corporate and small chain grocery stores such as; Heinen's and Buheler's
- Achieved Net Sales growth of \$26,000 in 16 weeks, exceeding sales quota by 46%.

*Marketing Specialist | Papa Joe's Restaurant - Akron, OH

July 2019 - September 2021

- Developed and managed the corporate website to increase ease of use and support engagement on targeted pages such as announcements, menus, and upcoming events.
 - Monthly growth of 10-12% in unique visitors to the website
 - General increase of 60% in website search and interaction
- Maintained online presence, and ensuring products and services are effectively communicated.
- Facilitated and implemented favorable pricing structure, while maintaining profitability due to food cost increases.
- Improved and increased brand image by implementing focused marketing tactics such as: Menu creation, managing social media, and creating engaging graphics of products and services to support customer experience.