





# KAY WYMAN

Project manager turned design researcher focused on gaining deep understanding of users, telling meaningful stories, and creating collaborative processes.

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## / EXPERIENCE

### Freelance

Jul 2019 - Present

### Educator & Instructional Designer

- Deliver qualitative and quantitative research instruction to BA, MA, and PhD students.
- Design customized lesson plans based on evolving needs & accessibility, collaborating with 70+ clients over 6 years.
- Create effective learning experiences by evaluating client needs and developing individualized plans to address problem areas and support goal attainment.

### Buzz Mill, (Cafe)

Aug 2018 - Dec 2018

### Brand Design Research Consultant

- Developed and executed a research plan in a 2-person team, leading participant recruitment, contextual research, and synthesis.
- Delivered weekly, actionable insights, visual artifacts (Sketch), and user-centered narratives to stakeholders, shaping service design and policy discussions.
- Research results informed brand redesign, including interior remodel.

### TA Staffing, Inc.

2017 - 2018

### Process Designer

- Increased continuity and compliance by 14% across branches by re-designing workflow of front-end operations using contextual inquiry, implemented and trained staff,

### German-American Chamber of Commerce

2012 - 2017

### Project/Business Development Manager, West Coast J- Visa Program

- Decreased application inconsistencies by ~11% by re-designing and aligning visa sponsor application workflow touchpoints.
- Synthesized intricate program guidelines and effectively conveyed them to diverse stakeholders such as international applicants, corporate partners, and attorneys.
- Established Career Services department in San Francisco to expand J-1 program.
- Increased West Coast business by 20% by building relationships with client companies.

### Graduate Intern, New York

- Coordinated 200+ visa applications annually; certified US Department of State compliance.

## / EDUCATION

### Austin Center for Design

Design Strategy and Social Innovation

*research, service design, design strategy, and social entrepreneurship*

June 2019

Austin, TX

### City University of New York, Baccalaureate Interdisciplinary Program

B.A. Modern European Thought / German, GPA 4.0

May 2012

New York, NY

## / SKILLS

Qualitative & quantitative research methods, data analysis & interpretation, usability testing, user journey mapping, Figma, Figjam, communication, storytelling