

K. Mackey

Product Designer & Strategist

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EDUCATION

Savannah College of Art and Design (SCAD)

*User Experience Design, Minor Graphic Design
Bachelors, Magna Cum Laude*

EXPERIENCE

SCADpro x Kelley Blue Book

September 2025 – November 2025

Student Strategy & Research Lead

- Synthesized 600+ pages of research and 96 Gen Z survey responses into 7 experience pillars (3 core, 4 Gen Z-specific) using the Lextant Method.
- Partnered bi-weekly with senior Cox Automotive stakeholders including the Sr. Manager of Consumer Marketing and Group Creative Director to refine direction throughout the engagement.
- Presented recommendations to ~20 KBB leadership and marketing stakeholders, with several strategies later reflected in the brand's social media approach.

Coding It Forward

June 2024 – August 2024

Visual Design Fellow at General Services Administration ITC

- Designed UX/UI for a technology news hub and Chrome extension, then partnered with a developer fellow to build it on Google Sites as a peer-vetted space for teams to track fast-moving tech.
- Created a base infographic template, adapted into 5–6 department versions highlighting GSA accolades — giving audiences instant clarity on each department's role and service quality.

SELECTED DESIGN EXPERIENCE

COAST | Sustainable Port Energy Management Platform

UX/UI Designer + Brand Experience Lead

Built from concept to system, COAST (Clean Oceans and Sustainable Transport) turns fragmented port energy data into a decision-ready, internationally recognized concept for decarbonization.

- Led brand identity and visual system, then partnered with a teammate to build the AI-powered dashboard prototype, grounding the concept in 9 in-depth interviews and 362 synthesized data points with input from external advisor RADM Tim Gallaudet (Ret.), former NOAA Deputy Administrator.
- Validated through usability testing with 10 participants across 7 task flows, reaching a 91% success rate.

LEADERSHIP

Future Leaders of UX (SCAD) | Director

January 2024 – May 2024

Phoenix Art & Literary Magazine | Creative Director

January 2023 – May 2023

HONORS & AWARDS

Honorable Mention in Academic Excellence | [Fast Company World Changing Ideas](#)

June 2026

Student Notable Sustainability Award | [Core77 Design Awards](#)

June 2026

6x Silver Winner | [Indigo Awards](#)

March 2026

Honorable Mention | [International Design Awards](#)

December 2025

SKILLS

Design & Research: User-centered design, UX research, usability testing, prototyping, wireframing, information architecture, design systems, concept testing, qualitative synthesis, Lextant Method Certified

Strategy & Communication: Product strategy, brand identity, presentation design, editorial design, typography

Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Google & Microsoft Workspaces