

# kaci hampton

user experience + visual designer

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## Experience

Nov. '10  
to Present

### Web Designer

Whole Foods Market | Austin, TX

Create site maps, personas, wireframes, user flows, and design comps for the Whole Foods Market desktop and mobile sites, Drupal admin screens, tertiary sites, and internal web tools.

Implement visual designs using HTML and CSS within Drupal. Provide design, user experience direction, digital brand standards guidance, and QA support to IT, as well as the internal Global Communications team, external (remote) partners, and regional marketing teams.

Gather requirements from stakeholders and communicate timelines and technical milestones; represent front-end developers in marketing collaborations.

Train, mentor, and delegate projects to web designers and front-end developers.

Dec. '08  
to Oct. '10

### Designer + Office Manager

Jolly Design | Austin, TX

Worked directly with clients and art directors on branding, brochures and print collateral, social media strategy and design, and website design and development.

## Volunteer

### Board Co-Vice President

Austin Creative Reuse, April 2014 to Present

### Board Member and Digital Committee Chair

Austin Creative Reuse, Feb. 2012 to Present

### Board Member

APTX International, April 2014 to Present

### Marketing Chair, May 2010 to Dec. 2010

The Human Potential Center

## Education

### Rochester Institute of Technology

Rochester, NY

Bachelor of Fine Arts

- Major in Visual Media with an emphasis in graphic design and photography
- Minor in Journalism

## Professional Development

### Nielsen Norman Group Training

- Feb. 2014
  - Information Architecture
  - Mobile User Experience
  - Visual Design for Mobile and Tablet
  - UX Basic Training
- Apr. 2013
  - User Interface Principles
  - The Human Mind and Usability
  - Measuring User Experience

## Skills + Technology

Adobe Photoshop, InDesign, Illustrator  
WordPress  
Balsamiq  
LucidChart  
JIRA + Confluence  
Drupal  
HTML + CSS  
Javascript (beginner)  
Microsoft Office + Google Drive

## Achievements

**Team Member of the Quarter**, July 2014  
Whole Foods Market, Austin, TX

**Team Member of the Quarter**, Oct. 2012  
Whole Foods Market, Austin, TX

**"Work in Progress" Exhibition**, May 2008  
Visual Studies Workshop, Rochester, NY

**Certificate of Management Processes**  
May 2008, Rochester Institute of Technology

**Dean's List**, 2004 to 2008  
Rochester Institute of Technology