

KARA KLEFOS

Product & UX/UI Designer

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Austin, Texas

Specializing in human-centered design, workflow optimization, and data-heavy interfaces across internal and external tools. I design end-to-end experiences grounded in research, usability testing, and accessibility (WCAG).

WORK EXPERIENCE

Life Anew Restorative Justice → Lead Product Designer (June 2025 – Dec 2025)

- Designed a two-sided platform (internal + external) to solve a core organizational gap: staff had no centralized knowledge base, and community members had no single place to access critical resources such as food and shelter.
- Led multi-stakeholder user research and journey mapping with staff, leadership, and impacted families to uncover barriers across programs, workflow, and resource navigation.
- Translated these insights into end-to-end design prototypes, and a scalable design system - ensuring accessibility (WCAG), clarity, and alignment with real community needs.
- **Testing showed dramatic efficiency gains: workflows that once took days or even weeks can now be completed in minutes**, providing immediate access as needed.

Stitch Fix → Senior Stylist (2020 – Present)

- Ranked in the top 15 percent of nearly 2,000 stylists for four consecutive quarters and earned performance bonuses for consistently exceeding all key metrics.
- Curate personalized apparel shipments by synthesizing algorithmic data with qualitative client feedback to drive wardrobe growth and retention.
- Translate client feedback into actionable profile tags and notes to refine predictive machine learning models and improve future inventory accuracy.

Appen, Google Funded Project → AI Quality Data Analyst (Jan 2023 – Dec 2024)

- Analyzed and annotated data to enhance machine learning models (NLP, computer vision), improving the quality and accuracy of training sets for future application development.
- Conducted research and evaluations, focusing on data integrity and prompt effectiveness to improve AI efficiency and real-world applicability - skills now leveraged for AI-assisted design and research synthesis.

Second Summer → UX/UI Designer, Manager (2016 – 2020)

- Improved site usability and content strategy through UX-driven layout revisions, **resulting in a 25% increase in online inquiries and improved product visibility**.
- Directed comprehensive digital strategy (social media, photography, and copywriting), boosting Instagram profile visits by 40% and more than doubling followers; recognized by industry media for exceptional brand curation.
- Led team management, daily operations, and strategic initiatives across styling, customer service, and inventory planning to drive sales growth and enhance the overall customer experience.

EDUCATION

Texas State University

(2012 – 2016)

Bachelor of Science in Family & Consumer Sciences

Major: Fashion Merchandising

Minor: Business Administration

CareerFoundry

(2024 – 2025)

UI Design Certificate

Frontend Development for Designers Certificate

SKILLS

UX Design:

- User Research
- Usability Testing
- A/B Testing
- User Flows & Journey Mapping
- Information Architecture
- Wireframing
- Prototyping

UI Design:

- Visual Design
- Responsive Design
- Design Systems
- Accessibility
- Typography & Color Theory
- Usability
- Consistency
- Error Handling

Tools:

- Figma
- Sketch
- Adobe Suite
- Git & GitHub
- Visual Studio Code
- Gemini & Claude
- Visual Studio Code

Front-End: HTML5, CSS3, JavaScript (ES6+)