

Ketesche Coachman

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Product Designer | UX/UI Specialist

Dynamic and results-driven Product Designer with a proven track record of leading full lifecycle projects from concept to launch for industry giants like Walt Disney Parks, Experiences, and Products. Adept at translating complex ideas into intuitive, user-centric designs that drive engagement and revenue growth. With expertise in UX/UI design, market research, and cross-functional collaboration, I excel in creating innovative solutions that meet and exceed user expectations. Highly skilled in using top industry tools like Figma, I bring a strategic approach to every project, ensuring seamless communication across teams and timely delivery of impactful designs. My ability to optimize user experiences and a deep understanding of design principles and Agile project management make me a strong candidate for roles where creativity, strategic thinking, and execution are paramount.

Core Competencies & Technical Proficiencies

Design & Creative Tools: Figma, Sketch, HTML5, CSS, Adobe Creative Suite

UX/UI Expertise: User Research, Wireframing, Prototyping, Interaction Design, Usability Testing, Accessibility Standards,

Analytics & Optimization: Market Research, Competitive Analysis, Google Analytics, A/B Testing

Project Management: Agile Methodology, Cross-Functional Collaboration, Jira, Trello,

Marketing & Communication: Documentation, Stakeholder Management, Digital Marketing, Social Media Management

Education

Florida State University, Tallahassee, FL | *Juris Master – Cybersecurity, Privacy, TRM* | *Current*

University of Central Florida (UCF), Orlando, FL | *Bachelor of Arts (BA) – Interdisciplinary Studies*

Rasmussen College, Tampa, FL | *Associate of Science (AS) – Health Science*

Springboard | *UX/UI Design Bootcamp*

Professional Experience

Lead Product Designer: 12 /2023 - Present

Bosmos (Remote) | Atlanta, GA

Leading the design efforts of Bosmos' MVP, creating a centralized hub for entrepreneurs to access resources, tools, and connections. Utilize Figma for essential design duties, ensuring that designs were intuitive, visually appealing, and aligned with user expectations. Designed a non-biased matching algorithm, providing equal opportunities for freelancers and clients. Ensured seamless communication across teams using Microsoft Teams, facilitating collaboration between product managers, engineers, and other stakeholders. Managed design sprints and backlog with Trello, Jira, and Planner, maintaining clear timelines and priorities

Product Designer (Freelance): 01/2020 - Present

KCreative Studio | Florida

Provided freelance design services, working on diverse projects across various industries and tailoring solutions to meet specific client needs. Developed wireframes, prototypes, and high-fidelity designs for web and mobile applications, ensuring responsiveness and accessibility. Utilized various tools, including Figma, Sketch, Google Analytics, and HTML5/CSS, depending on project requirements, to deliver high-quality designs and marketing materials.

Marketing Manager: 01/2024 – 06/2024

Jacksonville Black Chamber of Commerce (Remote)

Managed the Chamber's marketing and communications strategy, leading projects across advertising, social media, website design, and marketing campaigns. Enhanced website SEO using the Wix platform, significantly improving the site's visibility and search engine rankings. Utilized Facebook Business for paid social media advertising, driving targeted traffic and boosting overall engagement.

Achievements: Increased membership by 75%, boosted social media engagement by 64%, and enhanced site traffic by 24% through strategic marketing initiatives.

Product Designer: 03/2022 – 09/2023

Disney Parks, Experiences & Product (Remote) | Orlando, Florida

Designed and implemented dynamic banners for Disney Genie+ Service, enhancing guest experience by providing real-time updates on service availability. Created a solution for the Tip Board that addressed guest confusion regarding booked indicators, resulting in a more intuitive and user-friendly interface. Utilized Sketch, Figma, and Fig Jam to develop interactive prototypes and wireframes across various fidelity levels, logic flows, and visually compelling design assets. Documented all design decisions, user flows, and edge cases to support the development team during implementation. Collaborated closely with stakeholders and product managers, co-creating a product roadmap and successfully delivering products and features from conceptualization to launch. Managed workflows and task prioritization using Jira, ensuring smooth coordination across multiple Agile teams in a dynamic, fast-paced environment.

Achievements: Greatly enhanced Genie+ service access by designing a dynamic banner that indicated when a purchase was successful, significantly improving user experience and increasing guest engagement on the My Disney Experience application. Within the first week, user interaction increased by 40%, and revenue saw a 50% boost

UX Researcher (Intern): 10/2021- 10/2021

PhSpot (Remote)

Conducted early-stage research to drive the discovery phase for a global professional development platform for public health professionals, utilizing Zoom for user interviews and Google Forms to capture user surveys. Performed competitive analysis, mind mapping, and analyzed research findings to document emerging trends and user pain points and pinpoint target users. Created and presented compelling messaging and taglines tailored to the specific needs of public health professionals using Google Presentations to showcase deliverables to stakeholders.