

# KARA WILSON

New York



## EDUCATION

**Parsons School of Design, MPS, Product Design** 2020-2021  
**AIGA Rise Up Design Mentorship** 2020  
**General Assembly, Visual Design Course** 2019  
**Create Teacher Residency** 2018  
**Clemson University, BA, Elementary Education** 2012-2016

## PROJECT HIGHLIGHT

### **NEW YORK TIMES COLLECTIONS FEATURE, 2020**

Developed a feature concept for the *New York Times* app called Collections that would allow users to save stories to shared folders. Conducted multiple rounds of user testing, prototyping, and synthesis to design a user experience within the constraints of the *Times'* existing design system and product

## EXPERIENCE

Judith  
Bright,  
Atlanta

### **SOCIAL MEDIA ASSISTANT / SALES ASSOCIATE, 2019-2020**

Responsible for garnering customer engagement on Instagram. Google Business / *Worked closely with in-house graphic design lead and created a wide variety of brand touchpoints including motion graphics, video for social media, web and print ads, and emails* / Fantastic customer communication

Atlanta  
Public  
Schools

### **5TH GRADE TEACHER, 2018-2019**

*Analyzed student test data quarterly to create lesson plans* with a focus on cultural, social, and environmental responsibility / Improved participation during class time by over 20 percent by working closely with district leaders on engagement in the classroom

Greenville  
County  
Schools

### **5TH GRADE TEACHER, 2016-2018**

Raised grade-level math scores on standardized testing by 10 percent from 2017-2018, of which 23 percent spoke English as a second language, 98 percent came from impoverished households, and 10 percent were living with a disability / *Used quarterly benchmark testing data to drive instruction* / Adjusted lesson presentation and direct instruction hourly and daily in order to best meet the needs of my students

## SKILLS

Figma  
User Experience  
Interaction Design  
Adobe Suite  
Visual Design  
Motion Graphics  
HTML/CSS  
GitHub  
Data Viz  
Research  
User Interviews  
Prototyping  
Wireframing  
Small Details  
Observation

Clemson  
University

### **RESEARCH FACILITATOR, 2015-2016**

Created lesson plans for outdoor learning that integrated science standards, technology, and environmental responsibility / *Worked closely with local teachers to inform lesson plans that were most effective and valuable for student learning*

Discovery  
Education

### **DISCOVERY EDUCATION INTERN, 2014**

Identified errors in online Techbook for developers to fix / Provided feedback to Techbook team in order to *provide a more intuitive digital product, lesson plans, and unit studies for teachers* / Contributed in company-wide meetings for social media engagement campaigns

**01. See my work**



[karawilsondesign.com](http://karawilsondesign.com)

**02. Get in touch**



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