

# Kai Solik

## UX/UI Designer

New York  
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Portfolio | kaisolik.com

Recent UW–Madison grad with a Graphic Design B.A. and CS minor, blending visual design and UX to build intuitive, accessible digital experiences that balance creativity, strategy, and user needs.

### Education

**Google UX Design Specialization**  
Google Certification (Coursera)  
Remote  
2025

**B.S. in Art: Graphic Design**  
**Certificate in Computer Science**  
University of Wisconsin–Madison  
Madison, WI  
2021 -2025

### Skills

UI/UX Design  
Interaction Design  
Visual Design  
Motion Design  
Prototyping  
User Research  
UX Research  
User Interviews  
Surveys  
Usability Testing  
Competitive Analysis  
Empathy Mapping  
Persona Creation  
User Journey Mapping  
Task Flows  
Wireframing  
Information Architecture  
Design Systems  
Accessibility  
Responsive Design  
Typography  
Storytelling  
Design Critique  
Cross-Functional Collaboration  
Design Strategy  
Affinity Mapping  
Front-End Collaboration

### Tools

Figma  
Sketch  
Illustrator  
Photoshop  
Indesign  
Wix  
Framer  
Principle

### Programming

HTML/CSS  
Java  
Javascript  
React

### Experience

**Freelance Designer**  
Oct 2023 - Present

- Designed websites and digital interfaces with a focus on usability and visual hierarchy
- Created brand assets including logos and posters to support cohesive user experiences
- Collaborated with clients and university organizations to meet user needs and design goals

**UX Research and Design Intern | MarketEQ**  
Jun 2024 – Aug 2024 | Remote

- Conducted user interviews, surveys, and usability tests to gather actionable insights for B2B analytics platform
- Created wireframes, interactive prototypes, and user flows in Figma to iterate on design concepts
- Developed high-fidelity prototypes to refine interface and interaction design
- Collaborated daily with designers, researchers, and developers to ensure alignment with user needs and business goals

**Student Ambassador/Designer | LOUD Enterprise**  
Dec 2021 – Dec 2022 | Remote

- Designed T-shirts, hoodies, sweatpants, and logos for university clubs
- Facilitated communication between customers and club executives to complete orders
- Identified potential clients and design opportunities through outreach and engagement

**Caterer/Bartender | Fresco at Overture**  
Dec-2021 - July 2025 | Madison, WI

- \* Planned, prepared, and executed food and beverage service for large group events
- \* Ensured high-quality presentation and service standards throughout each event
- \* Coordinated with kitchen staff to maintain timely and efficient service flow
- \* Adapted to dynamic event needs while maintaining professionalism and guest satisfaction

### Activities

**Vice President | ISCHOOL UX Club**  
Sep 2022 - May 2025 | Madison, WI

- Planned and facilitated weekly workshops on UX fundamentals (wireframing, prototyping, IA)
- Scaled membership by 200% through branded events and hands-on workshops on mobile UI patterns and Figma best practices.
- Curated and led monthly design sprints, pairing students with real-world briefs (e.g., mobile ordering, reservation flows).

**Director of Personal Relations | Delta Tau Delta**  
Jan 2022 - Jan 2023 | Madison, WI

- \* Managed social media to boost recruitment by 200% and expand engagement
- \* Created branding for events with graphics, posters, and digital content
- \* Designed custom merchandise for recruitment and fraternity events