

# KAI HELMS

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## PROFESSIONAL SUMMARY

Kai is a User Experience Designer obtaining their master's in Experience and Graphic Design from North Carolina State University, blending visual design expertise with user-centered strategy. Skilled in Figma, Adobe Creative Suite, Miro, and HTML/CSS. Experienced in leading large-scale website redesigns, developing responsive digital interfaces, and driving cohesive brand experiences across multiple platforms. Kai is passionate about creating accessible, purposeful, and visually engaging solutions that connect user needs with business goals.

## WORK EXPERIENCE

### GRADUATE TEACHING ASSISTANT

North Carolina State University / Raleigh, NC

August 2025 - Present

- Led weekly Wednesday class sessions of ~30 students, facilitating discussions, clarifying key concepts, and encouraging active participation.
- Assisted in designing and delivering instructional materials to reinforce lecture content.
- Graded assignments and projects with consistency and fairness by providing constructive feedback to support student learning and motivation
- Collaborated with faculty and fellow TAs to ensure smooth course delivery and alignment with academic goals.

### COMMUNICATIONS ASSISTANT

North Carolina State University / Raleigh, NC

August 2024 - Present

- Supported strategic communications for the department by combining visual storytelling, content creation, and user experience design principles.
- Designed digital and print assets, ensuring cohesive branding and consistent messaging across all departmental and university touchpoints.
- Led migration and redesign of the departmental website, creating wireframes, prototypes, and user flows to enhance usability across 50+ pages.
- Authored internal communications and feature articles highlighting student research and departmental initiatives, enhancing visibility and stakeholder engagement.

### SUMMER CAMP COUNSELOR

NC State Design Lab for K-12 Education at the College of Design / Raleigh, NC

May 2025 - August 2025

- Supported instructors in delivering immersive, design-focused programming for middle and high school students
- Helped facilitate hands-on activities while managing materials, and maintained a collaborative, creative environment
- Guided student projects by providing constructive feedback and clarifying concepts

### SOCIAL MEDIA CONTENT CREATOR

North Carolina State University / Raleigh, NC

September 2024 - June 2025

- Designed and tested UX-informed digital content and interfaces for student-facing social campaigns, improving clarity, accessibility, and engagement.
- Created interactive prototypes, graphics, and layouts to support storytelling and enhance platform usability.
- Conducted audience research and content testing to refine messaging and optimize engagement metrics.
- Collaborated with faculty and students to ensure consistency across digital touchpoints and maintain brand voice.

AUDIO VISUAL TECHNICIAN STUDENT SUPERVISOR  
Plemmons Student Union / Boone, NC

April 2021 - July 2024

- Supervised a team of 15+ student workers, providing training, and performance evaluations for optimal productivity
- Collaborated with fellow student supervisors to assist with set-ups along with other projects, demonstrating strong teamwork and support
- Collaborated with fellow leadership team members to revitalize the social media presence and increase engagement within the university

PHOTO STUDIO INTERN  
Belk, Inc. / Charlotte, NC

June 2023 - August 2023

- Conducted UX research and competitor analysis to inform multi-channel design and marketing strategies.
- Created wireframes, interactive prototypes, and high-fidelity mockups for digital and print campaigns, ensuring usability, visual appeal, and brand consistency.
- Collaborated with cross-functional teams to develop content calendars, refine design systems, and implement responsive designs across multiple platforms.
- Iterated on designs based upon stakeholder feedback and user insights to enhance engagement and alignment with various business and branding goals.

DATA MANAGEMENT INTERN  
Wikoff Color Corporation / Fort Mill, SC

- Altered various layouts and visuals on a wide range of marketing graphics, presentations, and other internal resources
- Verified and amended 1000+ entries in databases through meticulous review, ensuring data accuracy; resulting in simplified, organized operations
- Managed and maintained documentation of ink formulas along with other materials

## EDUCATION

MASTER'S DEGREE IN EXPERIENCE AND GRAPHIC DESIGN  
North Carolina State University / Raleigh, NC

May 2026

BACHELOR'S OF SCIENCE IN GRAPHIC COMMUNICATIONS MANAGEMENT  
Appalachian State University / Boone, NC

May 2024

BACHELOR'S OF SCIENCE IN COMPUTER INFORMATION SYSTEMS  
Appalachian State University / Boone, NC

May 2024

## SKILLS

DESIGN TOOLS:	Figma, Adobe Photoshop, Illustrator, InDesign, Canva, Adobe XD, Miro
WEB & UI DESIGN:	WordPress, HTML/CSS, UX/UI design, responsive design, wireframing, prototyping
RESEARCH & STRATEGY:	User flows, journey mapping, usability testing, inclusive design principles
BRANDING & VISUAL:	Logo design, style guides, visual identity systems, digital asset creation
COMMUNICATION:	Team collaboration, cross-functional communication, content creation
PROJECT MANAGEMENT:	User-centered design, iterative design, design thinking, project coordination, troubleshooting