

# KAI HELMS

RALEIGH, NC | 704-681-0872 | [HNHELMS@NCSTATE.EDU](mailto:HNHELMS@NCSTATE.EDU) | [KCH-DESIGN.COM](http://KCH-DESIGN.COM)

UX/UI Designer focused on simplifying complex digital systems through user-centered design, information architecture, and content strategy.

## EDUCATION

### MASTERS OF EXPERIENCE AND GRAPHIC DESIGN

North Carolina State University / Raleigh, NC May 2026

### BACHELORS OF SCIENCE IN GRAPHIC COMMUNICATIONS MANAGEMENT

Appalachian State University / Boone, NC May 2024

### BACHELORS OF SCIENCE IN COMPUTER INFORMATION SYSTEMS

Appalachian State University / Boone, NC May 2024

## WORK EXPERIENCE

### COMMUNICATIONS ASSISTANT

North Carolina State University / Raleigh, NC August 2024 - May 2026

- Supported redesign of a 50+ page departmental website by restructuring information architecture and navigation based on user behavior and peer UX audits across 5 university sites.
- Designed responsive web interfaces in Figma and WordPress to improve clarity and usability of complex academic content across digital environments.
- Collaborated with 5+ faculty and administrators to refine ambiguous requirements and align content decisions with user needs and accessibility constraints.
- Developed reusable page templates and UI patterns to improve consistency and reduce friction in ongoing site maintenance.

### CONTENT DESIGNER (UX / DIGITAL SYSTEMS)

North Carolina State University / Raleigh, NC September 2024 - June 2025

- Designed platform-specific digital campaigns using UX writing, content strategy, and information hierarchy principles to improve clarity and engagement across student and public-facing channels.
- Structured messaging and layouts based on audience behavior, engagement trends, surveys, and community feedback to refine content prioritization and communication flow.
- Collaborated with 20+ stakeholders to translate complex academic initiatives into clear, audience-specific digital narratives.
- Developed reusable content templates and campaign structures to improve consistency and scalability across social platforms.

### PHOTO STUDIO INTERN

Belk, Inc. / Charlotte, NC June 2023 - August 2023

- Conducted competitive research across retail and editorial experiences to inform content structure, navigation patterns, and seasonal campaign UX decisions.
- Designed layouts and visual systems for a 26-page editorial gift guide aligned with brand standards, focusing on hierarchy, readability, and storytelling flow.
- Translated print-first editorial content into a responsive digital experience by restructuring navigation and information hierarchy for improved usability.

## SKILLS

UI/UX DESIGN: User Research, Qualitative Research, User Interviews, Survey Design, Information Architecture, User Flows, Accessibility (WCAG), Content Strategy, UX Writing, Journey Mapping

RESEARCH & ANALYSIS: Competitive Analysis, Heuristic Evaluation, Workflow Analysis, Audience Research, Behavioral Analysis, Stakeholder Collaboration, User Feedback Synthesis

TOOLS: Figma, FigJam, Miro, WordPress, Adobe Creative Suite, HTML/CSS, Responsive Design, WordPress