KERI HENDERSON

kerihenderson56@gmail.com | (347) 606-0113 | New York, NY
Portfolio: keri-henderson.com

PROFILE

UX/UI designer and MS student in Information Experience Design at Pratt Institute, bringing three years of professional experience in brand identity, visual design, and conversion-focused marketing. Experienced in user research, information architecture, and turning findings into wireframes and prototypes, and in building brand systems that stay consistent across every touchpoint.

EDUCATION

Pratt Institute | Master of Science, Information Experience Design (3.9/4.0 GPA) *Expected Dec 2027*
Coursework: Information Architecture & Interaction Design, Usability Theory & Practice, Emotional Design, Speculative Design, Information Technologies

University of St Andrews | MA (Hons), Art History, 2:1 *2022*

PROJECTS

UX Designer, Academic Project | Goodreads Redesign *May – Jun 2026*
keri-henderson.com

- Redesigned Goodreads around a central finding: readers feel the platform has become corporate and algorithm-driven, losing the human connection that drew them to it
- Conducted 7 user interviews as part of a team and synthesized findings through affinity mapping, then restructured information architecture through card sorting and tree testing
- Owned the homepage and advanced search flows, taking them from paper prototypes to a design system with a defined color palette, type scale, and reusable Figma components with interaction states

EXPERIENCE

Subscriptions Marketing Executive | HPCI Media *Oct 2024 – Oct 2025*

- Designed paywall and offer experiences that grew subscriber acquisition and average subscription value
- Used A/B testing and audience segmentation to guide email design decisions, improving subscriber retention
- Designed digital and print assets (web banners, newsletters, LinkedIn content) for the life sciences and cosmetics sectors

Marketing Manager | The Deli Society *Nov 2022 – Oct 2024*

- Led a full rebrand, including logo, brand guidelines, and tone of voice, then applied the system across packaging, web, email, and event materials
- Redesigned the email marketing strategy, driving a 30% increase in email-driven sales within 6 months
- Grew monthly organic site traffic by 15% through SEO-focused content and keyword research

Marketing and Design Intern | BeenThereDoneThat *Jun – Aug 2021*

- Designed imagery for a weekly client newsletter and collaborated on content for the new company website

SKILLS, TOOLS AND INTERESTS

Skills: UX/UI Design, User Research, Information Architecture, Usability Testing, Heuristic Evaluation, Design Systems, Visual Design, Brand Identity, A/B Testing
Research: User Interviews, Affinity Mapping, Card Sorting, Tree Testing, Competitive Analysis, Personas
Tools: Figma, FigJam, Framer, Miro, Adobe Photoshop, Illustrator, InDesign, Premiere Pro, HTML/CSS (basic), Google Analytics, Klaviyo
AI Tools: Claude, Figma AI
Interests: Running (Prague Marathon, Hackney Half, Orchard Street Runners races), Reading (Donna Tartt, John Irving, Wally Lamb), Painting and Drawing