

Orryn Echols

Associate Digital Product Designer

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SUMMARY

Interactive Design candidate finishing a B.A. at Kennesaw State with hands-on experience taking digital products from research through hi-fi prototype and dev handoff. Most of my project work has centered on the gap between what a product is designed to do and what people actually need from it. I work end-to-end in Figma, think mobile-first by default, and have enough development experience to prepare and annotate files without losing anything on the handoff.

SKILLS

Figma Design Systems Wireframing Prototyping Usability Testing Lean UX
Goal-Directed Design Accessibility Mobile-First Design Agile
HTML CSS JavaScript GitHub Responsive Web Design

PROJECTS

Nudge Screen Time Management App January 2026 – May 2026

Team Lead, UX Researcher and Designer

I led a six-person team through a full UX research and design cycle for a mobile screen time app as my senior capstone at KSU. I built the research around one question: why do people stop using screen time tools they already tried. I ran the literature review, competitive analysis, and recruited and interviewed three participants myself. I synthesized everything using thematic content analysis, confirmed three research hypotheses, and authored the solutioning document that mapped each finding to a specific design direction. When a team member could not deliver, I stepped in and produced the full visual design system including typography, color, and component language. I planned, scripted, and moderated three usability test sessions using think-aloud protocol, SUS surveys, and Product Reaction Cards. Every core design decision I made survived testing without challenge.

Arrived Location-Based Notification App August 2024 – December 2024

UX Researcher and Designer

I led the user research for a privacy-first location alert app I built with a cross-functional student team. I designed the interview protocol, recruited participants, and ran the sessions myself. From those interviews I built personas and user journey maps that drove every feature priority in the prototype. I presented the full research process and prototype to a faculty review panel and kept the team grounded in what the research actually showed throughout.

Barbell Connect Community Gym Application July 2025 – Present

Designer and Researcher

I co-led the design and research for a mobile app built to improve gym discovery and membership. I owned the UX cycle from end to end, running surveys, moderating usability tests, and facilitating A/B comparisons across Lean UX iterations. I took the product from early wireframes to annotated hi-fi prototypes in Figma and prepared all documentation for development handoff. My iterations produced a measurable 10% increase in user satisfaction across test cycles.

Silver Oak Contracting September 2025 – December 2025

Freelance Web Designer and Developer

I designed and built this site myself from the initial client brief through deployment. I handled the full scope independently, building in HTML, CSS, and JavaScript with a responsive layout aligned to the client's brand. No oversight, no handoffs.

EDUCATION

Kennesaw State University Expected Summer 2026

Bachelor of Science in Interactive Design

Coursework focused on human-centered design, user research, and the intersection of technology and human behavior. Capstone project led a full research and design cycle for a screen time wellness app, from literature review and user interviews through prototype and stakeholder presentation.

ADDITIONAL EXPERIENCE

Apple Product Specialist Aug 2016 – Nov 2018

I worked the floor during the iPhone 7 and X era, running full customer interactions from demo to close. I got good at reading what someone actually needed before recommending anything, and I handled high-traffic launch days without losing composure.

UPS Damage Material Process Clerk / Hazmat Responder Oct 2023 – Apr 2025

I managed high-volume package processing and served as a certified Hazmat Responder, responsible for identifying and containing hazardous material incidents under federal safety protocols. Fast-paced, high-stakes environment that required precision and composure under pressure.

St. George Village Retirement Community Customer Service Associate 2025

I provided front-facing support for residents and their families in a senior living environment. The role required patience, attentiveness, and clear communication with a population that needed unhurried, careful service.