

Isabella Kincaid

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Education

Texas A&M University, College Station, TX

Expected May 2028

Bachelor of Science in Visualization, Interactive Media Design | **GPA: 4.0/4.0** | Dean's Honor Roll

Minors: Artificial Intelligence in Business, Graphic Design

Skills

Design: UI/UX Design, UX Research, Figma, Prototyping, Wireframing, Mockups, User Flows, Design Systems, Information Architecture

Research Methods: User Interviews, Personas, Usability Testing, Surveys, Competitive Analysis, Affinity Mapping, Journey Mapping

Development & Analytics: WordPress, HTML, CSS, JavaScript (developing), Responsive Design, WCAG Accessibility, Framer, GA4

Projects & Awards

First-Place (of 17 teams), Product@TAMU Ideathon: "Aggie IX"

Apr. 2025

- Designed wireframes, high-fidelity Figma prototype, and video in 14 hours for an app helping students navigate campus, learn traditions, and find student-rated study spots, bathrooms, and more; gathered user feedback from 28 students and a professor.

Second-Place (of 27 teams), Product@TAMU Ideathon: "PawBridge"

Apr. 2026

- Researched the pet-care market and interviewed a veterinarian and nurse, finding cost delays care for uninsured owners and shaping an affordability hub and AI triage; built a high-fidelity Figma prototype and demo and pitch videos in under 8 hours.

Best Video Award (of 21 teams), Product@TAMU Ideathon: "Pana"

Nov. 2025

- Interviewed 10 users on safe, healthy online interaction, informing the decision to hide likes and follower counts in an augmented reality social app; co-designed wireframes and a high-fidelity Figma prototype built from a custom component library in 24 hours.

Korean Festival Houston Creative Scholarship, three-time recipient

Oct. 2023, Oct. 2024 & Oct. 2026

- Created culturally themed digital content, including Kroger-sponsored TikTok videos and original artwork honoring Korean culture.

Experience

Branding Iron Management, Remote

May 2026 – Present

Part-Time Web Developer, Aug. 2026 – Present | *Web Developer Intern*, May 2026 – Aug. 2026

- Designed and built a 16-page responsive WordPress site with accessible color contrast and SEO foundations for a metal fabrication company, replacing an outdated, hard-to-navigate, non-mobile-friendly site; client reported more calls and quote requests.
- Update client WordPress sites (5 to date) in collaboration with marketing and creative teams, fixing SEO issues, updating images, and helping restore CallRail call tracking on 2 sites so leads can be measured, keeping all changes on-brand and accessible.

Department of Chemistry, Texas A&M University

Apr. 2026 – Present

Part-Time Student Web Developer

- Wireframed and designed the student experience and user flows for a WordPress platform delivering an updated 2,200+ page chemistry workbook online in 3 months, balancing anti-copying safeguards with UX and accessibility; 202 registered users in beta.
- Proposed and built an instructor dashboard and question difficulty rating system showing the professor which questions students find too hard or unclear; iterate features with the professor and advocate for users when requests harm UX and accessibility.

Division of Student Affairs, Texas A&M University

Dec. 2025 – May 2026

Part-Time Student Web Designer

- Redesigned 12 outdated student organization websites on the WCAG 2.1 AA-compliant AggieUX framework in 5 months; consulted advisors to restructure information architecture for prospective and current members, cutting pages 47% (290 to 155).

Trailhead Pools & Inquerium, Remote (Freelance)

Jun. 2025 – Aug. 2025

Brand & Web Designer

- Designed a pool company's brand identity and 6-page site after competitor analysis; created a marketing agency's brand package.

Leadership

Cupcakes for a Cause, Texas A&M University

Jan. 2025 – Present

Vice President, Nov. 2025 – Present | *Treasurer*, Apr. 2025 – Nov. 2025

- Help run 12+ cupcake sales per semester that raised \$3,331 for local charities; manage spending and cut ingredient costs 10%.

Aggies Create, Texas A&M University

Jan. 2025 – Jan. 2026

Visualization Team Lead, Mar. 2025 – Jan. 2026

- Led a 4-person visualization team creating brand packages, logos, and 3D models for multiple engineering teams.

Activities

University Honors Program | TAMU AIGA: The Design Group | Product@TAMU | Volunteer, The Houston Food Bank