



SPEAKER BIO

KELSEY PYTLIK

Kelsey Pytlik is the Co-founder and CEO of Gild Collective. Kelsey has an undergraduate degree in Marketing and Interactive Media Studies from Miami University, and Master's degree in User Experience Design from Kent State University. Her background within creative agencies and ecommerce retailers—conducting user research and designing usable interfaces—leads to an expertise in understanding user needs that translates directly to developing powerful curriculum that addresses the needs of each organization through Gild Collective workshops. Her moderation and facilitation of focus groups and usability testing make rallying a group and encouraging open dialogue second nature. In addition to Gild, Kelsey is an adjunct professor in the UXD program at Kent State, and an active participant in endurance events to fundraise for the Leukemia and Lymphoma Society through Team in Training.