

Kylie Carlson, B.A. English Professional Writing, 2019

By Joseph Shoulders

User Experience Designer
UPS

“Explore your options! We have so many transferrable skills! Using those rhetoric skills, we can convince anybody that we can do anything we put our minds to. I believe the possibilities are endless.”



Kylie Carlson graduated from Western Kentucky University in 2019 with a major in Professional Writing and a minor in Creative Writing. She recently obtained her MA in Writing, Rhetoric, and Media from Clemson University, and during the program, she was a co-op User Experience (UX) Designer for UPS.

Carlson originally wanted to go into journalism and chose WKU for its reputable program. She then realized journalism was not for her, but she still wanted her writing to “help people in some way,” which led to her switching to the Professional Writing major. Carlson enjoyed helping others while at WKU as an embedded tutor for the [Writing Center](#) and as a Social Media and Marketing intern for *Pare and Flourish*, a business which was run by WKU English alumna [Skylar Wooden](#).

In her studies, Carlson discovered that she wanted to work in UX, which she described as “doing research on an application or product to make it better.” “Dr. Angela Jones’s and Dr. Dan Liddle’s courses were all exceedingly helpful in deciding my career path,” Carlson said. “Dr. Jones and Dr. Liddle were my biggest supporters. They helped me get into contact with the right people and with making choices about my future education, and they were always there to cheer me on!”

Carlson decided in her junior year at WKU that she wanted to continue her education in UX, so she looked for graduate programs that incorporated the field. A UX focus, as well as the opportunity to fund her education through a graduate assistantship, led Carlson to the Rhetoric MA program at Clemson. She noted that her English degree prepared her for her graduate studies through the practice of communication, research, and analysis.

During her MA program, in June 2020, Carlson began a co-op internship with UPS. She explained, “My daily activities included designing application screens from user stories and tasks, doing usability testing with employees involved in the project, working with developers to go through my designs, and learning about the domain I was in, which was focused on how UPS handles scheduling crews for their aircraft.”

Now that Carlson has graduated, she will soon begin a full-time position with UPS. Additionally, she will have the time to engage with her hobbies. “I love any good book I can just sit and read for hours,” Carlson said. “My favorite genres are probably memoir and modern literary fiction.” Carlson also recently bought a small house that she is working on through DIY projects.

