

Lindsey

UX / UI DESIGNER

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Experienced designer and problem spotter with a love of travel, content creation and distilling information down into engaging & bite-sized visual narratives that leave users feeling there is someone who cares on the other side. Through my background in digital marketing, I realized how powerful data can be – and how it can be used – to amplify stories. My demonstrated history of excellence as a Visual Designer and passion for UX cultivated a keen sense of emotional sensitivity, the ability to jump in and get to the heart of the issue, and an industrious approach to problem solving.

UX SKILLS:

- UX Design
- UI and Visual Design
- User Research
- Data Analysis
- Information Architecture
- Competitive and Comparative Analysis
- Affinity Mapping
- Journey Mapping
- Content Strategy
- Wireframing
- Prototyping
- Card Sorting
- Usability testing
- User testing
- A/B Testing
- UX Methodologies
- User Persona Creation
- Sketching
- Presenting and storytelling
- SEO

UX TOOLS & SOFTWARE:

- Figma and FigJam
- Adobe XD
- Sketch
- Adobe Creative Cloud
 - Illustrator
 - Photoshop
 - InDesign
 - Lightroom
 - Dreamweaver
- Facebook Business
- Google Analytics
- Basic HTML
- Miro
- Trello
- Typeform
- Keynote
- Microsoft Office Suite
- Luminato (email marketing)
- MobileCommons (SMS marketing)
- CMS (Squarespace and Sitecore)
- Wacom proficient

PROJECTS

OneSpring Careers Page | [View project](#)

UX Lead, Researcher, Visual Designer & Content Strategist | September 2021

- Redesigned Atlanta, Georgia based, UX consulting company OneSpring's Careers page to provide an accessible, well-tailored and user-friendly application process through an updated long scroll page featuring six content blocks and a dedicated job posting page, disseminated from user interviews and survey responses (across two surveys)
- Led client interviews to gain insight into needs, wants and frustrations surrounding OneSpring's current Careers page and the business goals of their updated page, relating to attracting highly specialized UX and design expert applicants
- Partnered with OneSpring stakeholders, including the CEO and a Senior Consultant, to create a high-fidelity Careers page that provided more transparency between the agency and potential employees & consultants by promoting Design Thinking and user-centric design
- Conducted a 1-hour design studio with team to rapidly produce design solution iterations through three rounds
- Designed, documented, and maintained usable Figma component library and web interaction patterns

Bucketlist by Lonely Planet | [in progress](#)

UX/UI Designer | September 2021

- Companion app for travel company Lonely Planet, providing a simple and intuitive way to make "dream trips" a reality
- Conducted 1-hour design studio to rapidly produce design iterations through three rounds of sketching and wireframing
- Created 2 iterations based on usability test results to address user needs/goals that were not met and the need of the client, by sketching and creating a style guide and UI design system and a new high-fidelity prototype in Figma

Powell's City of Books eCommerce Redesign | [View project](#)

UX/UI Designer | August 2021

- Bridging the gap between Powell's famous in-store experience in Portland and the online book shopping world
- Reorganized existing information architecture navigation schema, shopping user flow and checkout process as part of an e-commerce redesign stemming from 14 user interviews, an open card sort, 2 rounds of strategic contextual inquiry and 2 rounds of usability testing with 8 users
- Created streamlined user interface to include web best practices and an "in-store" experience feature to "look inside"
- Implemented a new UI system to meet user needs and goals to streamline and connect in-store and online book browsing experiences and elevate the user interface

SL Stockholm Live Metro Map | in progress

UI/UX Designer | September 2021

- Currently designing a responsive experience across web and mobile to bring inclusivity, transparency, and empathy back to public transit systems, with a customizable, real-time and user-friendly live metro map for the city of Stockholm, Sweden
- Research includes a comparative and competitive analysis against 10 industry platforms and local metro resources (disseminated from user interviews and surveys), surveys, interviews, flow charts, journey maps, personas and "How might we" statements
- Designing, documenting, and maintaining all foundational and more sophisticated Figma components and interaction patterns across web Android and IOS mobile platforms

RELEVANT EXPERIENCE

User Experience Design Immersive

General Assembly | June 2021 - September 2021

- 12-week, 600+ hour User Experience Design career accelerator focused on user-centered research, design methods and best practices, testing methodologies, team collaboration and client relations
 - Six projects spanning a 12-week period, including a client-focused project to redesign the careers page to meet user requirements for Atlanta based UX consultancy OneSpring

Digital Campaigns Manager

Conservation International | July 2019 - March 2021

- Aided with user experience design and definition through providing creative project management to develop a reusable human-centric design library stemming from conversion rate optimization through A/B testing and back-end strategic direction to support all levels of customer acquisition, transformation engagements and retention
- Interpreted business challenges and provided clear, efficient, and accountable results oriented recommendations, alongside leading customer journeys and user experience evolution and value delivery across mobile, web, social and email newsletters verticals, supporting user-focused cross functional messaging
- Partnered with internal and external partner stakeholders to drive change, discovery, research, analysis, and UX/UI recommendations to identify market segment and target user problems, and execute improved customer experiences

Graphic Designer: Brand Communications & Digital Marketing

PVH Corp | July 2015 - September 2017

- Developed corporate processes, practices and brand visuals & brand "look" and "feel" determining final "pixel-perfect" UI across PVH's rebranded internal & external communications; while maintaining the integrity of PVH's 140-year brand in a visually systematic way that ensures a holistic, consistent experience for product & marketing materials
- Liaisoned with internal stakeholders as branding "subject matter expert" leading and developing UI styles and elements, fulfilling PVH's product vision and corporate brand experience across the brand portfolio and international teams in US, Amsterdam, Toronto, Hong Kong & Montreal
- Worked closely and collaboratively with SVP of Creative Services, Sr. Director of Digital Marketing, Corporate Responsibility, and Investor Relations teams to execute final, "pixel perfect" UI designs and package, spec, and prep for Digital Marketing team and external agency partners to ensure a unified experience from print to mobile and UX focused micro-sites for Corporate Responsibility, Sustainability and Annual Reports
- Advised on end-to-end design and product planning of user-centered mobile app for retail division, ensuring a unified experience for 40,000 global employees to receive updates, news, career opportunities and people & culture services

Freelance Visual Designer

Hudson & Vine | September 2016 - November 2016

- Work independently to spearhead the redevelopment, design strategy, and digital solutions for HudsonandVine.com through providing design thinking and conception of a new homepage and visual assets across category pages
- Rapidly produced creative concepts and campaigns supporting an improved end-user experience and the delivery of pixel-perfect specs across multiple verticals including email campaigns and website assets
- Saw projects through the entire design process; from creative concept to final production, including sketches, mockups, and finished assets

Graphic Designer: Product, Packaging & Digital

Christopher Radko / Rauch Industries | February 2014 - July 2015

- Contributed strategic creative decisions and took responsibility for quality and execution of product portfolio to develop and execute on-brand print and digital assets in line with best practices for social, search engine optimization

- (SEO), email marketing, product sell sheets, and PR materials
- Responsible for concept and creative execution of print and digital products across Christopher Radko, Rauch Industries, and client private label product lines, through the creation of original artwork, illustrations and typography that supported the vision of the executive team and UX/UI best practices and professional standards
- Provide product support to multi-disciplinary teams through generating design documentation and coordination of production needs across the development of a 1,500-piece SKU plan for clients such as CVS, Target, and KMART

Strategist, Digital Content Marketing

MullenLowe New York | July 2013 - February 2014

- Lead concept and content design for APEX/Be Brasil's social media profiles resulting in engagement from 500+ Facebook fans, 200+ Instagram, and 950 Twitter followers in less than 2 weeks through developing a reusable, pixel perfect design system and executing the design of high-volume digital assets, while anticipating and problem-solving executional issues
- Ensured continuity in visual messaging across all digital channels and campaign recap documents through providing in-house graphic design capabilities, photo retouching skills, researching industry trends for timely digital innovation, and strong coordination and presentation skills in collaboration with the Creative and Digital Marketing teams
- Manage multiple social profiles for TRESemmé & Smirnoff across 40 global markets through designing & managing assets, project timelines and analytics – successfully developing market strategy against industry competitors

Brand Communications & Marketing Coordinator

PMK-BNC (now Rogers & Cowan PMK) | December 2010 - May 2013

- Partnered with account teams to understand client business goals and reduce client costs through maintaining brand standards and consistency of message and design across presentation materials, and managing and distributing marketing assets for brand events, campaigns & product launches
- Part of a 7-member cross-functional team that defined, designed, and built Audi's viral digital campaign "The Challenge" with Star Trek actors Zachary Quinto & Leonard Nimoy, maintaining the consistency of messaging and championship of high-quality design standards within the brand's new product line
- Part of a 3-member team that launched and lead the execution of Nivea's impactful 100th Anniversary brand story with spokeswoman Rihanna, resonating with the brand's target audiences in Hamburg, Milan, and Paris
- Managed, designed & published editorial content, visual assets, and content calendar for Habitual Denim's "The Habit" blog, strengthening and expanding brand image & awareness and influencing engagement

EDUCATION & CERTIFICATES

User Experience Design Immersive | General Assembly

September 2021

12-week, 600+ hour User Experience Design career accelerator focused on user-centered research, design methods and best practices, testing methodologies, team collaboration and client relations.

Bachelor of Fine Arts | Graphic Design | Chapman University

May 2010

Bachelor of Arts | Communication Studies | Chapman University

Minor: Leadership & Organizational Studies | Chapman University

Branding the 2012 London Olympics | Chapman University + University College London

Summer 2009

AWARDS & ACHIEVEMENTS

2016 American Graphic Design Award

Graphic Designer | PVH Corp | December 2016

- PVH received the Graphic Design USA award for its 2015 Annual Report, in collaboration with Calibre Design

References available upon request