Amarylis Riehn

Nashville, TN | amaryliscreates@gmail.com | (615) 674-8309

Portfolio: **www.amaryliscreates.com** | LinkedIn: www.linkedin.com/in/amaryliscreates

---

SUMMARY

UX/UI Designer with an analytical, high-quality, and human-centric approach to problem-solving. A background with 5-plus years in Graphic Design and technology roles serving talent booking, digital media, and non-profit organizations. Delivered revenue-boosting solutions focused on core client needs while exceeding business objectives under tight deadlines.

SKILLS & TOOLS

Key Skills User Experience Design, User Interface Design, Graphic / Visual Design, Style Guides, Problem-Solving, Research, Prototyping, Wireframing, Testing, User Flows, Frontend Dev (HTML, CSS, JavaScript)

• Collaborating and effectively communicating with stakeholders, clients, and cross-functional teams.
• Motivating and encouraging approach to giving and receiving feedback.
• Organized, analytical, and detail-oriented.

Tools Figma, Adobe Photoshop, Illustrator, InDesign, VS Code, GitHub, Excel

---

UX / UI PROJECTS

AllWell   *Research, UX, UI* | *CareerFoundry* | *Healthcare* | *09/2022 - 04/2023*

• Created a responsive web application for Family Caregivers by engaging in user research to investigate and define the problem in order to design for core needs before testing a prototype and iterating on a solution.
• Included features that cut down on time spent in the caregiver's role by identifying a core need for collaboration and data sharing specific to caring for multiple people and partnering in care.

UX/UI Portfolio   *Frontend Development, UX, UI* | *CareerFoundry* | *05/2023 - 07/2023*

• Enhanced my ability to collaborate and communicate effectively with development teams by expanding my understanding of the Frontend Development aspect of product design.
• Coded (HTML, CSS, and JavaScript), usability tested and launched a responsive website for a UX professional. Implemented a mobile-first design strategy that was expanded for tablet and desktop users.

Vocabit   *Research, UX* | *CareerFoundry* | *Education* | *06/2022 - 07/2022*

• Increased the user's ability to build habits and reach vocabulary and language learning goals by including goal-setting features, accountability, and gamification principles throughout.
• Achieved rapid iteration of ideas by utilizing digital illustration skills to mockup wireframes that could be presented for feedback and tested with the target demographic before making critical improvements to usability.

Amarylis Riehn

Nashville, TN | amaryliscreates@gmail.com | (615) 674-8309

Portfolio: **www.amaryliscreates.com** | LinkedIn: www.linkedin.com/in/amaryliscreates

WORK EXPERIENCE

Graphic Designer & Admin *Jeff Roberts Agency | Hendersonville, TN | Talent Booking | 9/2019 - 9/2021*

• Multi-faceted role in a fast-paced environment, including design, tech support, software, and marketing.
• Optimized company workflow by troubleshooting and improving custom software and web products.
• Engaged clients and filled challenging tour dates by designing, targeting, and testing email campaigns.
• Increased company revenue by mining and analyzing data for targeted sales and marketing efforts.

Graphic Designer *Freelance Design Services | Business, Individual, and Non-Profit | 01/2010 - 09/2019*

• Interpreted core human needs and designed effective solutions by listening and empathizing with clients.
• Brand Identity, marketing materials, organizational design, interior/exterior design, and illustrated mockups.

Director *Guelph COC | Guelph, ON, Canada | Non-Profit | 01/2015 - 1/2019*

• As part of the Leadership Team, I launched a non-profit organization to work alongside and serve community needs in the world's most multicultural and diverse area.
• Achieved by conducting extensive research, defining mission, vision, and strategy, and designing and presenting professional marketing materials crucial to fundraising 500K+ projects.

Graphic Designer *IndoorDIRECT | Dallas, TX | Digital Media | 01/2009 - 07/2011*

• As a part of the Creative Team, developed and maintained brand identities and digital and print materials.
• Contributed to the acquisition of new restaurant partnerships by designing solutions that effectively enhanced the visual communication of sales presentations.

EDUCATION

UX Design, Certificate | *CareerFoundry* | *Online* | *2023*

Frontend Development for Designers, Certificate | *CareerFoundry* | *Online* | *2023*

Graphic Design, Associates of Fine Arts | *The Art Institute* | *Dallas, TX* | *2008*