



Bonnie Ward

UX - UI Designer

bonniesbrightideas@gmail.com

714.392.5346

PORTFOLIO

bonniesbrightideas.github.io/

DESIGN SKILLS

User Persona
Interviews/Surveys
Data Analysis
User Flow
Usability/ Guerilla/ A/B Testing
Wireframe
Information Architecture
Rapid Prototyping

TECHNICAL SKILLS

XD / Figma
Sketch / InVision
Adobe Creative Suite
HTML
CSS
Java Script
Bootstrap
Github

OTHER SKILLS

Communication
Presentation
Storytelling
Desire to learn
Self-aware
Empathy

EDUCATION

Certificate in UX/UI Design
UCI | 2020

B.S. Business Administration
UCR | 2008

LINKEDIN

linkedin.com/in/baongocward/

SUMMARY

I bring an empathetic perspective to problem-solving to build user-centered products that create meaningful experiences. Persistence, curiosity and an obsessive need for perfection are my driving forces.

EXPERIENCE

Elihome.org | Freelance

Sep 2020 - present | Anaheim, CA

Devised a research strategy plan for redesigning a nonprofit organization's website. Initial steps included persona creation, stakeholder interview, user interviews and a survey. The results were analyzed to understand key problems and empathize with users. Ideas were developed to focus on key content and features. Next, wireframes were tested to iterate. Finally, the high fidelity prototype was presented. Currently the design is in the final review stage before developing.

Pecanparkdentistry.com | Freelance

Sep 2020 | Austin, TX

Designed a modern and sophisticated dentistry logo to replace an existing one that didn't fit the brand. The scope of work was presented with clear deliverables for services rendered along with schedule and criteria for completion. Inclusion of print and packaging mockups allowed visual representation of the color scheme and typography.

Utah Transit Authority | Property Administrator II

Apr 2015 – Oct 2019 | Salt Lake City, UT

Presented transportation design and planning to local government. Negotiated resources and funding for projects. Managed multiple timelines and deadlines, as well as, adjusted for unforeseen issues/complications. Most valuable experience in the role was how to adapt to quickly changing environments by accumulating skills outside of the role.

Corestrategy Corporation | Executive Assistant/ Marketing Associate

Jun 2014 – May 2015 | Irvine, CA

Created corporate marketing portfolios for presentation and introduction at network events. Maintained corporate theme in all designs by using corporate color pallet and manipulating logos/images for commercial use. Most valuable experience in the role was learning presentation skills in both display of materials and myself.

American Financial Network | Loan Processor

Oct 2012 – Dec 2013 | Irvine, CA

Responsible for document and client relations. Built client trust by empathizing with needs and concerns. Navigating multiple tech resources.