Skills

UX Research & Analysis

- User interviews, surveys, usability testing, A/B testing
- Competitive analysis, insight synthesis (affinity mapping)
- Journey mapping, personas

Interaction & UI Design

- Information architecture, user flows, task flows
- Wireframing, prototyping, interaction design
- Design systems, component libraries, accessibility-aware design

Design Tools

- Figma, Miro, Adobe Photoshop, Material Design
- Google Analytics

Leadership, Collaboration, & Delivery

- Stakeholder collaboration in Agile (Lean/Scrum) environments
- Design handoff, annotation, cross-functional iteration

Technical Fluency

- React, JavaScript, TypeScript
- HTML5, CSS, Tailwind
- SQL

Education

UX Professional Diploma
Awarded May 2024
UX Design Institute

BA Applied Computer Science
Awarded December 2016
Kennesaw State University
Magna Cum Laude

CHELSEA VIDRINE

UX Designer

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Summary

Passionate UX Designer with experience improving complex retail and e-commerce products through research-driven design and cross-functional collaboration. Focused on reducing friction in high-volume customer journeys and delivering measurable business impact by partnering closely with product managers, engineers, and users on agile teams.

Career Experience

Sr. Software Engineer at Aaron's (Front-end focus)
Retail | e-commerce | rent-to-own
March 2018 – currently employed

- Improved customer acquisition and onboarding by identifying friction through user feedback and usability insights, redesigning UI flows to reduce application drop-off and completion time by 50%.

- Partnered with UX team to implement a fully remote web application, expanding business operation online during the COVID pandemic, streamlining onboarding and engagement through interactive front-end components in React, contributing to a 60% increase in closed deals.

- Worked cross-functionally with designers, product partners, and developers in an Agile environment to iterate on user-facing solutions, supporting nearly two million customer enrollments in loyalty and auto-payment programs.

Quality Assurance Specialist at MiMedx
Pharmaceuticals | Healthcare | Manufacturing
December 2014 - March 2018

- Ensured accuracy and compliance of high-volume documentation in a regulated environment, reducing errors through consistent quality review and process adherence.

- Improved team efficiency by introducing a digital task-tracking and communication workflow, nearly doubling review throughput and project turnaround time.