

DANIEL DOUGHERTY

LEAD UX DESIGNER / UX CONSULTANT

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SKILLS

Visual Communication
Project Management
Business Acumen
Interdisciplinary Collaboration
Usability Testing
UX Research
Prototyping
Wireframing
User Testing
UX Writing

EDUCATION

Nielsen Norman Group UX
Certification Program
(2028 - 2029)
CareerFoundry
UX Design Certificate
(2023 - 2024)
Grandville High School
High School Diploma
(2008 - 2012)

DESIGN SKILLS

Figma	Illustrator
Adobe XD	Typography
InVision	
HTML	
CSS	
Javascript	

PROFILE

A highly motivated and dedicated UX Designer with a passion for creating intuitive and impactful user experiences. Seeking to leverage my skills and experience in a challenging role as a Lead UX Designer or UX Consultant. Particularly interested in social media and e-commerce industries, and open to opportunities in teaching and mentoring within the UX field.

EXPERIENCES

2027-2030

Senior UX Designer, Shopify

- Led UX design projects for key features of the e-commerce platform, overseeing the design process from research to implementation.
- Mentored junior designers, fostering a collaborative and educational team environment.
- Utilized Adobe XD and InVision to create interactive prototypes and present designs to stakeholders.
- Implemented advanced UX techniques to optimize user flows, resulting in a 15% increase in conversion rates.
- Earned a UX Master Certification from Nielsen Norman Group, applying new knowledge to improve design processes and outcomes.

2025 - 2027

Instagram - Junior UX Designer

- Collaborated with interdisciplinary teams to create user-centered designs for new social media features.
- Conducted user research, created personas, and developed user journey maps to inform design decisions.
- Utilized Figma to create wireframes, prototypes, and high-fidelity designs.
- Participated in usability testing, analyzed results, and iterated on designs based on user feedback.
- Contributed to a 20% increase in user engagement with new features I helped design.

Future Portfolio

INSTAGRAM

[Instagram.com](https://www.instagram.com)

Bridging the gap between user needs and business goals

As a UX Designer at Instagram, my primary role was to bridge the gap between user needs and business goals. I conducted extensive user research to understand the behaviors and preferences of Instagram users. This research informed the design of new features and improvements to the app's interface. I also developed prototypes and conducted usability tests to ensure that our design solutions were both intuitive and engaging. My work contributed to a significant increase in user engagement and satisfaction.

ETSY

<https://www.etsy.com/>

Enhancing the online shopping experience

At Etsy, I worked as a UX Designer with a focus on enhancing the online shopping experience. I collaborated closely with cross-functional teams to understand the needs of both sellers and buyers. My role involved creating user personas, mapping user journeys, and designing wireframes and interactive prototypes. Through iterative design and continuous user feedback, I was able to contribute to the development of a more seamless and personalized shopping experience on Etsy.

AMERICAN RED CROSS

<https://www.redcross.org/>

Improving accessibility and usability for a diverse user base

My role as a UX Designer at American Red Cross involved improving the accessibility and usability of their digital platforms for a diverse user base. I conducted user research to understand the needs of different user groups, including volunteers, donors, and those seeking assistance. I then used these insights to design solutions that made it easier for users to navigate the website, find information, and take necessary actions. My work helped to make the American Red Cross's digital platforms more inclusive and user-friendly.

KHAN ACADEMY

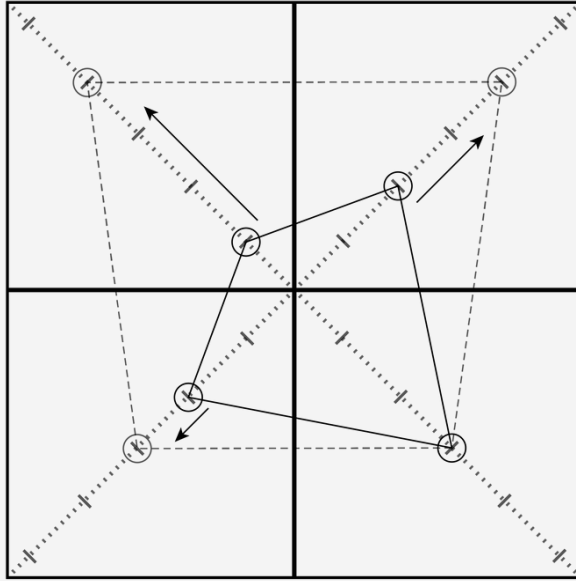
<https://www.khanacademy.org/>

Creating engaging and effective learning experiences

At Khan Academy, I worked as a UX Designer to create engaging and effective learning experiences. I conducted user research to understand the needs and challenges of learners and educators. Based on these insights, I designed interfaces and interactions that made learning more interactive and enjoyable. I also worked on optimizing the information architecture to make it easier for users to find and access relevant content. Through continuous testing and iteration, I was able to contribute to the enhancement of the learning experience on Khan Academy.

ExS = 1

IxD = 2



UR = 2

IA = 3

STEPS TO CONTINUE EDUCATION

- Look for advanced courses or workshops that focus specifically on ExS and IxD
- Apply what I learn in real-world projects
- Follow leading UX designers and researchers
- Stay updated with the latest tools and techniques
- Join a design community
- Read UX books and articles
- Find a mentor