



Hello, I am

**Lindsay Roberts**

Software Designer

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## Summary

I have experience working and leading cross functional teams in Design Research, UX & UI Design, and Front-End Development. I've owned projects, facilitated workshops, and consulted for teams at IBM, McGraw Hill, and Astral AR. I am currently taking on supplemental work to finance higher education.

## Education

**Northcentral University** 2017-Present

*School of Business*

Master Degree in Business Administration

**Full Sail University** 2012-2015

*Design and Development Degree Program*

Bachelor of Science

3.8 GPA Average

6 Course Director Awards

## Professional Skills

### UX/UI Design

Adobe Creative Cloud

Prototyping Tools (Axure, InVision, etc.)

Design Research

Multivariate (A/B) Testing

### Software Development

HTML5, CSS3, SASS

JavaScript, NodeJS, PHP, Python

MySQL, MongoDB

APIs (Consuming & Developing)

Libraries & Frameworks

React, Electron, Express, Laravel, etc.

### Branding & Identity

### Digital Marketing

## Work Experience

**Astral AR, LLC** 2017-Present

*Director of User Experience*

Responsible for the end-to-end user experience. Actively implements design strategies that cater to the needs of customers and stakeholders.

**McGraw-Hill Education** 2017

*Lead User Experience Designer*

Collaborated on cross-functional teams to deliver a holistic experience for various educational applications.

**IBM Design** 2015-2017

*Software Designer*

Prototyped, collaborated, and consulted on multiple software products (including Bluemix). Gained experience in leadership, mentoring, and information architecture.

**Platinum Advisor Strategies** 2013-2014

*Graphic Designer*

Designed and coordinated branding materials for Platinum clients. Customized and created website elements for client content management systems. Lead email marketing campaigns.

## Personal Skills

**Communication**  
**Ideation**  
**Collaboration**  
**Activation**

**Commitment**  
**Dedication**  
**Brainstorming**  
**Innovation**

\*I am a bit of a **Maverick**. ;)