



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**. ;)