

FIRST LAST

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PROFESSIONAL EXPERIENCE

Resume Worded, New York, NY

Jun 2018 – Present

UI/UX Designer

- Revamped website flows and navigation menus, reducing the frequency of misdirected customer service queries by 30% and increasing traffic to previously neglected pages
- Conducted evaluative testing with 10+ participants using InVision and UserTesting.com; synthesized and designed against findings which reduced bounce rate for primary user flow by 30%
- Liaised with marketing to improve user experience across all channels, including email, mobile app, and social media advertising, leading to a 35% increase in revenue
- Led application design sessions with client teams on 20+ projects to develop functional and technical requirements
- Produced customer magazine, e-newsletter, and website, improving brand NPS by over 10 points.
- Analyzed impact and effectiveness of in-app UI changes on customer retention; identified features of customer behavior and recommended additional menu modifications

Second Company, New York, NY

Jan 2015 – May 2018

UX Analyst

- Decreased uninstallation rate by 40% by introducing an interactive tutorial at app launch
- Reduced design costs by 25 percent by creating a plan to merge related products into one, more streamlined product.
- Conducted 25+ user-testing focus groups leading to 3 new product features in 6 months

Third Company, San Diego, CA

May 2008 – Dec 2014

Design Specialist (Nov 2011 – Dec 2014)

- Promoted within 18 months due to strong performance and organizational impact (one year ahead of schedule)
- Designed e-commerce strategies for an online clothing retailer including optimizing advertisements, newsletters and promotional communication; increased online sales by 10%
- Supported the firm's entry into the Indian market, creating launch material and supporting digital advertising initiatives across Facebook, Instagram and TikTok

Junior Designer (May 2008 – Oct 2011)

- Led full redesign of website with findings from customer segmentation and competitive research, increasing website leads by 200%
- Coached 30 summer interns and launched a mentorship program for new joiners in the Berlin office.

EDUCATION

Resume Worded University, San Francisco, CA

May 2010

Master of Business Administration Candidate; Major in Business Analytics

SKILLS

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|------------------------|--------------------------|---------------|--------------------|
| ● Market Research | ● Social Media Marketing | ● Figma | ● Product Design |
| ● Product Development | ● InVision | ● Adobe Suite | ● Google Analytics |
| ● Business Development | ● Sketch | ● Webflow | ● Hotjar |