

# ISABELLE TODD

The role you are applying for?

+1-124-161-8172 @ Email behance.com/\_\_\_NAME\_\_\_ New York, NYC

IT

## EXPERIENCE

### UI/UX Designer

Gutmann

2017 - Present New York, NYC

Gutmann is a company specialized in mentoring and development services in web environments, integrating Microsoft technology products and solutions.

- Created and maintained UI standards for 20+ websites, which included over 100 pages
- Worked cross-functionally with developers to implement new features and maintain site usability
- Re-designed the website and decreased the bounce rate by 40%
- Did some front end programming (HTML 5, CSS, JavaScript) to build actual web based prototype
- Improved load speed on mobile, from 14 to 6 seconds, by applying recommendations by Google Lighthouse
- App successfully connected a user base of over 150 babysitters and parents

### UX Designer

Lessard

2013 - 2017 New York, NYC

Lessard is a leading marketing automation software that provides digital marketing solutions including email marketing, lead management, etc.

- Performed 3 user research methodologies such as surveys, interviews, and ethnography studies to empathize on user-centered solutions
- Re-designed internal web and mobile apps to increase annual revenue by 34%
- Managed up to 5 projects or tasks at a given time while under pressure to meet weekly deadlines
- Developed prototypes, website design, website redesign based on analytics data, increased user response by 20%

### Senior UI & Junior UX designer

Torphy

2009 - 2013 New York, NYC

Torphy is an industry leader in creating graphic tablets for creative people and artists. I was part of a digital division focused on iPad & iPhone drawing and productivity apps, most important of which - Bamboo Paper.

- Redesigned 2 mobile apps, that got featured in Apple's App Store
- Increased the rate of feedback by 30% by enhancing the rating mechanism and overall post-order experience
- Designed and developed responsive and adaptive websites using HTML5 and CSS3
- Improved load speed on mobile, from 14 to 6 seconds, by applying recommendations by Google Lighthouse
- Worked in a team of 12 designers to provide integrated design solutions for SAP systems all across the globe

### Junior UX Designer

Padberg

2007 - 2009 New York, NYC

Padberg is a human-centered design and innovation consultancy based in Sydney that works with new ventures, startups and big corporate companies to design meaningful products and services. Clients include Macquarie Bank, Qantas, Westfield, NRMA, Goodments, and YourGrocer.

- Achieved 85%+ student completion rate on lectures, videos & assignments
- Established a team of 3 covering every key role on an early stage
- Reached 400% in user retention on Padberg website, by introducing public interest articles and video

## SKILLS

### Softwares

Axure Photoshop Visual Studio

office

### Hardware

Troubleshooting PC-Building

Over Clocking

## TRAINING / COURSES

### UI/UX Designing

Worked as UI designer for 3 months in INSTA DIGITAL (Virar) from Sep 2015 to Nov 2015.

### Jr. Web Developer

Worked as Jr. web developer for 4 months in INSTA DIGITAL (Virar) from Jan 2016 to Apr 2016.

## LANGUAGES

HTML and CSS Proficient ●●●●●

Javascript Intermediate ●●●●●

## EDUCATION

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MBA Study Seminar, International Business

[University of New York](#)

📅 2005 - 2009 📍 New York, NYC

Mentoring Training Course

[Virgin Business Start-up](#)

📅 2019 - 2021 📍 New York, NYC