

VICTORIA MISCH

UX/UI Designer

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SUMMARY & COMPETENCIES

Uniquely talented designer with a passion for creating beautiful and intuitive digital experiences. By combining creativity and usability I've helped shape and improved brand loyalty, customer retention and product experience. From conception to implementation excellence is my goal while constantly challenging myself. I bring an enthusiasm for creative collaboration and a constant desire to understand human behavior.

- Able to take wireframes from concept to completion
- History of successfully balancing user needs with business objectives
- Expert knowledge of visual design fundamentals (color, typography, grid structure) and able to design for multiple devices & screen sizes.
- Experience assisting with user interviews, usability tests and other UX research methodologies
- Strong usability intuition combined with fast iteration skills, able to execute under pressure
- A natural holistic thinker, always keeping the big picture in mind
- Able to solve problems by bring seemingly unrelated ideas together in novel and refreshing ways

EXPERIENCE

UX Designer & Visual/Web Designer · The Motley Fool, Alexandria VA (2011-2016)

Working first as a Visual/Web designer, then as a UX designer, for both marketing and product teams, I have experience conceptualizing, creating and executing design (and A/B tests) resulting in increased conversion and enhancing experiences in acquisition and on-boarding. By continuing to keeping the user front of mind, I became a sought out advocate on the team.

Junior Graphic Designer · KINETIK Design Studio, Washington DC (2011)

Collaborating with senior designers at this award-winning design studio, I helped create branding, flyer's, posters, signs, and graphics for clients in Washington DC, including The Annie E. Casey Foundation and The American Society of Civil Engineers.

Design Assistant & Intern · Corcoran Gallery of Art, College of Art & Design, Washington DC (2010)

This small but lean in-house design team was responsible for meeting the expansive needs of 10 different departments for both the College and Gallery. Projects included print, exhibition collateral, studio and onsite photography.

Senior Server & Host · The Melting Pot, MVP 2010 (2008-2011)

Project Manager & Student Designer · VCU Design Center (2007-2008)

Front Desk & Class Registrar · The Visual Art Center of Richmond (2007-2008)

EDUCATION

General Assembly DC · FEWD (2015)

Virginia Commonwealth University · BFA Graphic Design, Magnum Cum Laude (2008)

TRAINING & COMMUNITY

- Udemy: The Ultimate Guide to Usability and UX by David Travis
- General Assembly DC: Crash Course in UX & UX Bootcamp
- DT:DC meetup & NOVA UX meetup
- UXDC Conference
- MobileCamp UX DC
- Company Hackathons
- Project M "Think Wrong" Blitz
- Marketing Sherpa Landing Page Optimization certified
- Marketing Sherpa Email Conference

STRATEGY & RESEARCH DRIVEN

SKILLS

visual composition
branding & identity
UI (interface & interaction)
UX research
wireframing
prototyping (paper & HTML)
style guides
mapping
responsive design
usability testing

TOOLS

Adobe CS
pen & paper
post-it notes
white board
Sketch App
HTML/CSS/JS
Balsamiq
MS Office
web analytics
InVision App
Keynote
some Django & Python

INTERPERSONAL

inquisitive
attention to detail
results-oriented
adaptable
methodical
empathetic
critical eye
motivated
conceptual
collaborator