

# AMELIA JOHNSON

*UX & Visual Designer*

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## EXPERIENCE

### UX Designer at Virtuoso

FEBRUARY 2015 - PRESENT  
SEATTLE, WA

Collaborates with product owners, developers and UX teammates to create and ship effective products. Follows human-centered design methods. Assists UX Researcher in formulating goals and tasks for user tests and surveys. Translates research into thoughtful, usable solutions. Develops process flows, wireframes, mock-ups, interactive prototypes and static HTML/CSS proofs of concept. Routinely evaluates and refactors existing UI to ensure usability, accessibility, and consistency. Co-created company's first front-end style guide.

### Manager of Design at The University of Texas at Austin Engineering School

JUNE 2012 - JANUARY 2015  
AUSTIN, TX

Simplified IA of school's website. Using only CSS tweaks, created a more modern, flexible homepage. Created prototypes for microsites and departmental websites. Provided creative direction across all digital, print, and multimedia projects. Executed design and development of successful HTML email communications and compiled analytics reports for campaigns. Managed senior graphic designer.

### Marketing Graphic Designer at BancVue

JULY 2011 - MAY 2012  
AUSTIN, TX

Provided sketches and high-fidelity mock-ups for Kasasa.com. Helped develop annual marketing campaign, executing approved style in web and print. Created marketing materials for financial institution partners. Handled a fast-paced queue of client requests.

### Graphic Designer at Knox County Public Library

JUNE 2008 - JUNE 2011  
KNOXVILLE, TN

Designed web and print projects from concept to production. Conducted a competitive analysis of leading library websites prior to website redesign. Worked with IT director to design information architecture. Built wireframes and high-fidelity mock-ups. Created collateral and annual campaigns for library programs and events.

## EDUCATION

### The University of Tennessee

B.F.A. IN GRAPHIC DESIGN, 2008

## SKILLS

VISUAL DESIGN  
INTERACTION DESIGN  
TYPOGRAPHY  
UI REFACTORING  
INFORMATION ARCHITECTURE  
COPYWRITING  
QUICK TO ADAPT  
ADOBE CREATIVE SUITE  
AXURE  
SKETCH  
HTML & CSS

## METHODS

A/B TESTING  
COMPETITIVE ANALYSIS  
HEURISTIC EVALUATION  
LO-FI & HI-FI PROTOTYPING