

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
HTML & CSS

METHODS

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