



## CONTACT

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## UX SKILLS

User Centered Design  
Competitive Analysis  
Qualitative & Quantitative  
User Research  
User Personas  
Wireframing  
Prototyping  
Usability Testing  
User Interface Design  
Lean & Agile UX

## UI TOOLS

Adobe XD  
Figma  
Miro  
MS Office  
Sketch  
Photoshop  
Illustrator

## SOFT SKILLS

Team Collaborator  
Detail Orientation  
Time Management  
Project Management

## EDUCATION

**UI Design Certificate**      **Sept 2023**  
**CareerFoundry**

- A 400+ hour intensive course for UX/UI Designers, emphasizing UI fundamentals and methodology: research methods, information architecture, personas, wireframes, prototyping, user testing, and analytics.

**Art Institute Of Portland**      **Sept 2009**  
• Bachelor of Science in Industrial Design

# APRIL MCNAMARA

UX/UI Designer

## ABOUT

UX/UI Designer with a background in Industrial design. Experienced with branding, creative concepting, project management and problem solving, as well as the customer journey and needs. Adept at leveraging creativity and empathy to solve user problems and design engaging and impactful products.

## RELEVANT PROJECTS

**Snow Social, Responsive design app**      Dec 2022-Jan 2023  
*CareerFoundry Study Case*

Problem: It takes multiple online sites to find reviews and plan a ski/snowboard trip adding to the amount of time it takes to book a trip.

Research phase: Competitor analysis, surveys, user interviews, user personas, user flows, low to high fidelity wireframes and user testing.

Solution: Designed a responsive web app that builds in reviews and all tools necessary to plan and book a ski/snowboard trip based on users' needs.

**Yogi Sub, iOS & Android native app**      Jan 2023-Feb 2023  
*CareerFoundry Study Case*

Problem: Yoga studios need an easy way to find substitute classes and communicate with their instructors.

Research phase: Competitor analysis, surveys, user interviews, user personas, user flows, low to high fidelity wireframes and user testing.

Solution: Designed an iOS & Android native app that caters to studio managers' class schedule needs.

## WORK EXPERIENCE

**Color, Graphics,Material Lead**      June 2023- Present  
*Olukai*

- Designed and developed successful footwear collections, adhering to brand aesthetics, target audience preferences, and market trends.
- Collaborated with cross-functional teams including product managers, engineers, and production staff to ensure design feasibility and efficient production processes.
- Conducted thorough research on industry trends, materials, and technologies, resulting in the integration of innovative features into designs.
- Created technical specifications and detailed design documentation, facilitating smooth communication with manufacturers and suppliers.
- Analysed market research and analysis to identify emerging trends, influencing design direction for upcoming collections.
- Managed material sourcing and selection, exploring sustainable and unique options to enhance brand value.