

Betsy O'Donnell, UX/UI Designer

Employment

Lead UX Designer, CUNA Mutual Group - TruStage Insurance

Oct 2017 - Present (Madison, Wisconsin)

Responsible for marketing-based UX and UI Design, prototyping, and testing. Played a key role in our large corporate site redesign.

- Develop UX principles, process and project manage
- Deliver projects from rough sketch and research to high fidelity functional prototypes and presentation
- Lead design conversations within core team and across the company to inform and promote the user experience
- Manage and update global digital style guide
- Collaborate with IT team and other stakeholders across the company to fulfill business and development goals
- Mentor Mid-Level UX Designer as the Lead UX Designer

Web & Visual Designer, SingleHop LLC. (now INAP)

August 2016 - October 2017 (Chicago, Illinois)

In charge of all print, web and visual branding work as the sole designer. Communicated with all departments and worked closely with the CMO.

- Led art direction and decision-making for advertising campaigns, website, blog and corporate events
- Created a consistent style for all iconography, web graphics, and print templates
- Worked in various environments from working with executives to fully self-managed, autonomous remote working

Junior Designer, SingleHop LLC.

September 2014 - August 2016 (Chicago, Illinois)

Worked under the Senior Designer on projects such as print collateral, web design, advertising, internal merchandise and photography.

Brand & Design Intern, Sentic Technologies

January 2014 - July 2014 (Chicago, Illinois)

Developed a logo and built the visual identity for a small startup. The startup landed a large client shortly after the brand and site launched.

Education

DESIGNATION (now Flatiron School), Chicago

Certificate in Digital Design
August 2014

User Experience & User Interface Design

University of Wisconsin, Milwaukee

Bachelor of Fine Arts
December 2012

Fine art and psychology

Skillset

Usability Testing

User Interface Design

User Research

Graphic Design

Print & Advertising

Illustration

HTML & CSS

Tools

Sketch & Invision

Axure

Ustesting.com

Photoshop, Illustrator & InDesign

Contact

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