CALLIE GORMAN
UX DESIGNER

DIGITAL MARKETER TURNED DESIGNER.

Solving design problems fascinates me. In past roles, I consistently volunteered to work alongside the design team. Now, I am transitioning careers to move from being a marketer on the outskirts of design projects to a UX leader. I am thrilled for my next opportunity to make users happier and a business more profitable.

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DESIGN SKILLS

User Research

Competitive Analysis

Usability Testing

Persona Creation

Sitemaps

User Stories/Flows

Sketching

Wireframing

Prototyping

Branding

Visual Design

TOOLS

Sketch

Figma

Invision

myBalsamiq

Draw.io

FRONTEND

HTML

CSS

Javascript

jQuery

Git

Github

EDUCATION

College of the Holy Cross, 2012
BA, Psychology
UX/UI Design Program, Bloc, inc.
Dec 2017 - present (complete June 2018)
Intensive user-centered design program building real web and mobile app designs.

PROJECTS

connected
March 2018
View prototype
A cloud-based storage app that features an intuitive interface, collaboration options, and dashboard personalization.
- Led the UX process and design development
- Conducted competitive research, user research, and usability/preference tests

EXPERIENCE

Digital Strategist, IBM Analytics
Jan 2015 - Dec 2017 | 75% remote - 25% NYC
- Implemented A/B tests to drive higher user engagement rates on Analytics web pages
- Led 10+ quarterly digital campaigns that contributed more than $1M of yearly marketing created revenue
- Redesigned marketing content and audience targeting to enhance lead generation performance for all campaigns

Digital Lead, Tribeca Film Festival
Dec 2016 - May 2017
Chosen to develop digital and social media awareness plans for IBM and Tribeca Film Festival partnership.

Project Manager, IBM Outthink Tour
Jan 2015 - April 2016
Selected as lead project manager on premiere event series that drove 2000 net new clients.

LEADERSHIP

IBM Marketing Mentor
Chosen to mentor five new employees during their onboarding.