callie gorman.
UX DESIGNER

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DESIGN SKILLS

User Research
Competitive Analysis
Usability Testing
Persona Creation
Sitemaps
User Stories/Flows
Sketching
Wireframing
Prototyping
Branding
Visual Design

FRONTEND

HTML
CSS
Bootstrap
Javascript
jQuery
Github

TOOLS

Sketch
Figma
Invision
myBalsamiq
Draw.io
Illustrator
InDesign

Digital Marketer turned Designer

I am a UX Designer with 5+ years of experience marketing in the tech industry.

My education in psychology and past work as a digital marketer have given me an ability to conduct effective user research, and therefore allows me to create intuitive designs that can increase user engagement rates to meet business goals.

RECENT PROJECTS

Led the UX process, including design creation, competitive and user research, and usability testing for:

vicarious
view prototype | view case study
A mobile travel app that prompts users to provides brief updates on each day of travel for family and friends.

connected
view prototype | view case study
A cloud-based storage application that features an intuitive interface, collaboration options, and dashboard personalization.

RELEVANT EXPERIENCE

Digital Strategist   Jan 2015 - Dec 2017
IBM Analytics, NYC | Remote
- Implemented A/B tests to drive higher web engagement rates
- Worked closely with design and development teams to build web strategies for new products and marketing plays
- Led strategy for 10+ quarterly digital campaigns that contributed more than $1M of yearly marketing created revenue

Digital Lead   Dec 2016 - May 2017
Tribeca Film Festival, NYC | Remote
Chosen to develop digital and social media strategy for IBM / Tribeca Film Festival partnership.

Project Manager   Jan 2015 - April 2016
IBM Outthink Tour, NYC | Remote
Selected as lead project manager on a premiere event series, managing 10 teammates for events that drove 2000 net new clients.

LEADERSHIP

IBM Marketing Mentor   Jan 2015 - May 2017
Chosen by managers to mentor five new employees during their onboarding.

EDUCATION

UX/UI Design Program, Bloc   Dec 2017 - July 2018
Intensive user-centered design program building real web and mobile app designs.

College of the Holy Cross   May 2012
BA, Psychology, Pre-Business