CALLIE GORMAN UX DESIGNER

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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.

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

Bootstrap

Javascript

jQuery

Github

EDUCATION

College of the Holy Cross   May 2012
BA, Psychology
UX/UI Design Program, Bloc, inc.   Dec 2017 - 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, usability tests, and 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   Jan 2015 - April 2017
Chosen to mentor five new employees during their onboarding.