

callie gorman. Digital Marketer turned Designer

UX DESIGNER

calliegorman.design
linkedin.com/in/calliegorman
calliegorman4@gmail.com
201-638-4568

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 taught me how 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

- Increased conversion rates by 2% on Analytics webpages by implementing A/B tests and recommending design changes
- Developed competitive analyses for brand teams that were utilized to update SEO keywords, web design layout, and copy
- 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

Developed digital and social media strategy for IBM / Tribeca Film Festival partnership, which drove 100+ customers to private sales events

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 web and mobile app designs

College of the Holy Cross

May 2012

BA, Psychology, Pre-Business

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