# 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 work as a digital strategist have taught me how to conduct effective user research, allowing me to create intuitive and user-centered 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 web pages by implementing A/B tests and making design changes
- Worked in an Agile environment to improve the user experience of ibm.com live chat by testing wait times, questions, and design features
- 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, driving 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