

CECILIA WHITE

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## CAREER SUMMARY

### UX Designer • Content Designer • User Researcher

- **Detail-oriented designer** with demonstrated ability to create products for front end development and web applications including wireframes, low and high-fidelity mock-ups, and click through prototypes that embody visual media design principles.
- **Experienced researcher** with ability to empathize with and understand the customer journey to develop intuitive solutions that target users main pain points.
- **Skilled collaborator** and communicator within cross-functional teams to ensure final products meet intended persona goals.

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## AREAS OF EXPERTISE

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|------------------------|----------------------------|-------------------|
| ▪ HTML                 | ▪ Figma                    | ▪ Journey Mapping |
| ▪ CSS                  | ▪ Visual Design Principles | ▪ User Research   |
| ▪ JavaScript           | ▪ Prototyping              | ▪ Card Sorting    |
| ▪ Adobe Creative Cloud | ▪ Wireframing              | ▪ WordPress       |

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## PROFESSIONAL EXPERIENCE

**ieiMedia**, Urbino, Italy

**June 2023 – July 2023**

*Study abroad program focused on creating and compiling stories from locals in the town of Urbino, Italy.*

### Web Designer

In a four-week program I worked alongside a team of interactive designers to compile the work of photojournalists, filmmakers, and writers Built a dedicated webpage showcasing the final products and narratives from the program.

- **Led the development of design strategy** for the Arts and Music sector of the program, creating a cohesive interactive site that compiles journalism stories, photographs, and film.
- **Fostered relationships with site users** and article sources to comprehend their needs, laying a solid foundation for the site's functionality.

**James Madison University**, Harrisonburg, VA

**January 2023 – May 2023**

*SMAD 317, centered on web and mobile interaction design principles, covering goal-driven design, usability, interactive strategy, wireframing, and prototype development.*

### User Experience Designer

Tasked with developing a mobile application starting from the ideation phase and ending with the development of clickable high-fidelity prototypes.

- **Conducted product and user research** by compiling a list of competitor products, identifying weak spots, and understanding users' current frustrations.
- **Developed design requirements** centered around findings from user research including interview responses, personas, journey maps, and storyboards.

- **Constructed low and high-fidelity prototypes** utilizing Figma to present our final prototypes.

**Moffatt and Nichol** Norfolk, VA

**June 2022 – August 2022**

*Global infrastructure advisory firm, providing engineering and consulting services to clients in the marine terminal, transportation, energy, environmental, federal, and urban development markets.*

#### **Administrative Intern**

Provided administrative support to ensure the smooth operation of office tasks.

- **Initiated file organization system** strategically placing files in an online system that is easily accessible and functional for office employees.
- **Launched and coordinated new projects** using the Newforma system while effectively communicating project starts with senior leadership.

**SingleStone Consulting** Richmond, VA

**June 2021 – August 2021**

*Tech consulting firm that develops digital human-centered solutions to clients across web and mobile platforms.*

#### **Marketing Intern**

Hired in a select group of interns to assist in marketing functions for the company including content creation, graphic design, website maintenance, and managing internal marketing project communications.

- **Participated in foundational agile and scrum training** with cross-functional teams to meet deadlines and ensure consistent solutions.
- **Synthesized company blogs and created visual graphics** using Canva for the company website and social media platforms.

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## **EDUCATION**

James Madison University, Harrisonburg, VA

**August 2020 – May 2024**

**Bachelor of Arts in Interactive Design**

*Cum Lude*

**Relevant Course Work:** Visual Communication Design, User Experience Design, Interactive Design for Web, User Interaction Design I & II, Media Production, New Media and Society, Media Law

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