

Cole Fitter - UX Designer

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EDUCATION

University of Portland

Dual degree in Spanish & Philosophy

Portland, Oregon

Graduation Date: May 2021

Ironhack

UX/UI Design

Madrid, Spain

Graduation Date: Apr 2023

SKILLS

Highlights: Figma, wireframing and prototyping, UX writing, user testing, Microsoft Office (Excel, Word, PowerPoint), UX research, Agile, blog writing and editing, Spanish // English translation

Interpersonal: Presentations, giving/receiving feedback, active listening, self-teaching, sensitivity to business needs

WORK EXPERIENCE

Phoenix Wear

Innovation and Product Design Intern

Portland, Oregon

Mar 2022 - Sep 2023

- Analyzed competitor demographics & trends to propose lucrative product design initiatives that aligned with brand philosophy, achieving sales volume increase of 20%.
- Spearheaded outreach strategy to develop sustainable long-term relationships with influencers, yielding brand collaborations
- Collaborated with CEO to iterate new website designs featuring optimized navigation structure; resulting in 12% reduction in customer abandonment rate.

Opulent Mindfulness

Web Design Intern

Portland, Oregon

Apr 2021 - Dec 2021

- Organized, edited, and crafted 7 original blog posts on the topics of mindfulness, meditation, self-improvement, and wellness for the company website, resulting in increased user traffic by 40%.
- Redesigned website content to promote value proposition, leading to the acquisition of 5 new clients within 3 months.
- Formulated & presented clear insights to the CEO on website design flows & look/feel, resulting in site launch 5 weeks ahead of schedule.

Camp Treetops

Camp Counselor and activities leader

Lake Placid, New York

Jun 2019 - Aug 2019

- Cultivated safe and secure tent environment for 30+ campers, establishing clear guidelines and fostering meaningful friendships between peers.
- Instructed private swim lessons to 30+ campers, helping them build confidence in water safety and progress skillset.
- Organized hiking and camping trips for campers, cultivating outdoor experiences while focusing on team-building activities and equipping them with essential survival knowledge.

Public Schools Madrid

Assistant English Teacher

Madrid, Spain

Sep 2022 - Jul 2023

- Planned lessons on English grammar + United States culture, and managed classroom dynamics for classroom of 30+ students
- Created engaging presentations using Canva and Microsoft Powerpoint, increased performance in struggling students, + introduced students to the field of design
- Founded, taught, + organized the very first Valdezarza Climate Club for curious & ambitious students

Devhawk.io

Data Analytics Intern

Portland, Oregon

Apr 2020 - Sep 2020

- Gained an in-depth understanding of best practices of visualizations in Power BI, allowing for enhanced report presentations and increasing client acquisition
- Crafted blog posts analyzing data visualization techniques, web-scraping tips & tricks, concise approaches to data collection & effective Agile Project Management strategies.

United States Soccer Federation

United States

Referee

Jan 2014 - Present

- Communicate effectively and navigate difficult situations with players, coaches, fans, and other referees
- Supply information for and complete pre and post-match paperwork

PROJECT EXPERIENCE

University of Portland Entrepreneur Scholars

Portland, Oregon

SafeSense Smart Helmet

Sep 2019 - May 2020

- Successfully presented a formal pitch + product video leveraging strategies outlined in the Business Model Canvas, impressing the Pilots Venture Challenge judges
- Partnered with innovation and startup experts from Tokyo and New Zealand to innovate the SafeSense product roadmap, driving an increase of 35% in client acquisitions.
- Attended training sessions at Bloomberg headquarters, attaining specialized insight expanding product capabilities by 20%.
- Conducted meetings with key stakeholders in New York City to validate hypotheses and develop effective solutions, leading to a successful pivot in the SafeSense roadmap.

Global Enterprise Experience

Remote

ReTrend

May 2020 - Jun 2020

- Collaborated with international undergraduates to develop ReTrend business venture tackling UN's SDG #12, garnering support from 70+ businesses & community partners.
- Stymied waste production by 12% by promoting sustainable fashion initiatives & upholding ethical practices for 10K young professionals in Malaysia.
- ReTrend is a business that transforms old, used clothing into new and fashionable garments

LEADERSHIP EXPERIENCE

Valdezarza Public Language School

Madrid, Spain

Climate Club

Jan 2023 - Present

- Founded, taught, + organized the very first Valdezarza Climate Club for curious & ambitious students
- Introduced concepts such as fighting for 1.5°C, Paris Climate Accords, UN SDGs, and the need to stop all new oil projects

Friends of Trees

Portland, Oregon

Planter and Assistant Crew Leader

Sep 2017 - Oct 2020

- gained in-depth understanding of tree root systems, best planting techniques, & post-plant maintenance
- Managed crew dynamics of 8+ people & created fun and engaging activities to teach about tree planting