charlotte sperling

CONTACT

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EXPERIENCE

Hope Again
Web Designer
April 2015 – June 2015

- Designed and developed a new site to establish a modern web presence and allow users to access content with fewer clicks
- Currently waiting for final approval to launch updated site

Yahoo!
User Experience Design Intern
June 2014 – August 2014

- Integrated a new product feature that allows millions of daily users the ability to efficiently customize their emails
- Helped incorporate the Paperless Post widget into Yahoo! Mail's compose experience
- Drove visuals for a new mobile application; worked with a coworker to develop an effective user flow

Yahoo!
User Experience Design Intern
July 2013 – August 2013

- Updated icons for Yahoo! Mail and Contacts; replaced broken metaphors with more appropriate symbols
- Conceptualized and designed content solutions for empty state pages within the Yahoo! Mail product. Promoted user engagement by exposing users to other Yahoo! products
- Collaborated with a partner to develop a playful onboarding flow that highlights the redesigned Mail product's key features
- Designed posters to motivate talented applicants to apply for Yahoo! Mail's open technical positions

MK303
User Experience Designer
August 2012 – May 2013

- Produced all print media used to market the budding company: business cards, informational brochures, and promotional fliers
- Designed MK303's website; collaborated with an engineering team to successfully implement the design into the build

OVERVIEW

software & skills
Adobe Suite
HTML, CSS

education
Chapman University, B.F.A. in Graphic Design
- Psychology minor
- Graduation: May 2015