Emily Gerrity
Visual Designer

(440) 667-9749
ergerrity@gmail.com
egerrity.github.io

skills.
Product Design:
- analyzing user research
- creating user flows
- UX content writing
- wire framing
- prototyping
- design systems
- responsive web design
- app and software design

Visual Design:
- brand identity
- logos design
- illustration
- photo editing/retouching

accomplishments.
Successfully evaluated user surveys to determine new features for a free product that needed to be moved to a "freemium" model in order to monetize. New features have increased answer rates in the app 2.3x, and resulted in 1600 subscribers since February.

Designed and branded a cross-platform video chat app to assist officers in social distancing during Covid-19. Our team took this app from concept to market in one month.

Completely overhauled company website to increase leads, showcase our new branding, and create a new narrative around our public facing products.

Hello, I'm Emily. I am a versatile, user-first designer that takes pride in solving problems both practically and beautifully.

overview.
Visual Designer and UI/UX Generalist with experience overhauling existing products as well as designing new products with a user-first perspective while maintaining business interests. Currently working as a one-person design team for an agile law enforcement SaaS company where responsibilities include user research, wire framing, prototyping, and developer hand off. Responsibilities also include defining and maintaining brand identities for all products.

experience.

Present
May 2019

Callyo, *Visual Designer*
- Writes and analyzes user surveys to inform feature development.
- Designs new products and features based on user input.
- Evaluates product design processes to optimize time to market.
- Responsible for all steps of product design from research to final, branded product.

May 2019
September 2017

ConnectWise, *Designer*
- Researched and implemented user-friendly design best practices for the company website.
- Worked with the CMS team to evaluate user experience decisions as well as create wire frames and digital assets for our site.
- Was instrumental in the process of a large-scale re-brand of our public-facing events.
- Created logos, illustrations, and print layouts for our public events and products.
- Was responsible for all photo editing and retouching.

September 2017
May 2016

Wooden Shoe Designs, *Graphic Designer*
- Created and maintained branding for new products.
- Designed web pages for new products.

March 2016
October 2014

Cribb Philbeck Weaver Group, *Graphic Designer*
- Supported the webmaster with any digital assets needed for the company website.
- Created marketing collateral to support proposals for new work.

December 2013

University of South Florida, *Bachelor of Fine Arts*

references available on request.
Please see cover letter for a more detailed overview of product design experience and accomplishments.