

# Emma Reid

## Contact

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## Tools

Sketch  
Adobe XD  
Visual Studio Code  
HTML, CSS, Javascript  
Github  
InVision Studio

## Skills

### Research:

User Interviews/Surveys  
Card-Sorting  
Ethnographic Observations  
Affinity Diagrams  
Information Architecture  
Heuristic Evaluation  
User Flows  
SWOT Analysis  
Moodboards  
Site Maps  
Persona  
User Journey Mapping  
Storyboard

### Design:

Interface Design  
Wireframing  
Low to Hi-fi Prototyping  
Front-end Development

### Soft Skills:

Collaborative  
Creative  
Detail Oriented  
Effective Communicator  
Empathetic  
Inquisitive

## About

A UX/UI designer with a passion for improving people's lives through design thinking. Using my empathetic nature, I create human centered, intuitive design to remove friction between user's actions and their goals.

## Projects | Portfolio

### Responsive Design | DELL GAMING SUBSITE

5 week design challenge of research, design, and developing a VR gaming subsite for Dell. Owned mobile design and front-end development of the site.

### Responsive Redesign | SAVE AN ANGEL WEBSITE

4 week design challenge of research and redesigning Save an Angel's website to be more responsive and intuitive. Worked closely with stakeholder to meet their needs, and their users' needs. Acted as PM and main designer.

## Experience

### UX Research Recruiter, Incentive Processor | Google

May 2018 - June 2019 | Austin TX

- Designed new template for customer-facing emails
- Collaborated with UX Researchers for participant recruitment.
- Created UX Research study surveys.
- Expert in study incentivization and conducted office hours for all of Google's UX Operations.

### Japanese Data Analyst | Apple

July 2017 - May 2018, Austin TX

- Utilized native Japanese language skills to meet time sensitive deadlines on the live market.
- Created a new manual for the Japanese market for policy consistency.
- Grader for Japanese new hire assessments.

## Education

### UX/UI Certificate Program | University of Texas

June 2019 - December 2019

### Bachelor Japanese Culture & Linguistics | University of Oregon

September 2013 - June 2017, Eugene, OR

- Minor in Business Administration.