Eve Hartwell

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Junior UX Designer

Junior UX Designer with a robust background in project management and web design, leveraging experience across diverse industries. Proven success in delivering user-centric designs and enhancing user experience at organizations like AI startup, GovBrain and Drexel LeBow College of Business.

SKILLS

Software: Adobe Suite, GitHub, Visual Studio, MS Office, Figma, WordPress, Sitecore CMS, Drupal CMS, Wix
Programming Languages: HTML, CSS, Javascript (React, Next.js), Python, SQL, MySQL, PHP, Git
Language: Native English, Basic Japanese

WORK EXPERIENCE

GovBrain   **July 2024 – Present**
UX Designer   *Philadelphia, PA*
- Developed a website for an AI procurement startup ensuring functional and visually appealing design.
- Designed comprehensive brand assets and detailed wireframes in Figma, in close collaboration with the founders' vision.
- Created back-end platform designs in Figma, streamlining functionality and optimizing user flow through close collaboration with the development team.

Center for Functional Fabrics   **September 2022 – March 2023**
UX Designer   *Philadelphia, PA*
- Led the Interactive Map project, developing a prototype with HTML5, CSS, and JavaScript, optimizing performance by 60%.
- Conducted 30 hours of user testing to gather feedback and improve usability, ensuring a user-friendly final product.
- Contributed to the Soft Systems Design Kit project, conducting UX research and creating an ontology to encompass the end-to-end e-textile manufacturing process.

Drexel LeBow College of Business   **September 2021 – September 2022**
Web Designer and Web Content Assistant   *Philadelphia, PA*
- Maintained and updated web content for LeBow College of Business and Goodwin College of Professional Studies using Drupal and Sitecore.
- Designed and prototyped wireframes for a college redesign project in Figma, focusing on responsive designs and visual consistency.
- Built and edited over 100 pages in Drupal for new site launch, ensuring accurate and timely content publication.

PROJECTS

Senior Capstone Project: Social Media Design Solutions   **August 2023 – May 2024**
- Conducted thorough research on fashion communities across social media platforms, focusing on sustainability, consumer behavior, and identity formation.
- Analyzed top social media apps and niche communities, providing insights through case studies on TikTok, Pinterest, and Discord.
- Reviewed and synthesized information from 16 fashion journals and peer-reviewed articles to establish a comprehensive research foundation.
- Interviewed fashion journalists and industry experts to gather in-depth insights on community dynamics,

enriching the research with practical viewpoints.

- Collaborated with research professors specializing in human-computer interaction, leveraging their expertise for guided insights and validation.

E-Commerce App Redesign Project   April 2024 – May 2024

- Redesigned a shopping assistant app to enhance user experience by addressing UI inconsistencies and information overload challenges.
- Utilized Figma to create detailed wireframes, wireflows, and microinteractions, significantly improving task flow and navigation.
- Rebranded the app with updated visuals, including a new color palette and logo, to improve the app's visual appeal and brand identity.
- Developed high-fidelity UI designs, ensuring consistent animations and detailed interaction guides, which greatly enhanced user engagement.

Bank Web Redesign   January 2024 – February 2024

- Redesigned the bank's website to enhance accessibility, navigation, and user experience, focusing on the needs of an older audience.
- Created responsive prototypes and new branding, modernizing the site while ensuring accessibility standards.
- Streamlined content hierarchy and applied atomic design principles to ensure the consistency and reusability of components.
- Conducted usability testing and heuristic evaluations to ensure the redesign aligned with modern accessibility standards.

EDUCATION

Drexel University   Philadelphia, PA

Bachelor of Science in Information Systems, Minor in User Experience and Interaction Design

- GPA: 3.6