

# RITA-LOUISE WAKEHNNHI:IOSTHA FRIENDLY

ritafriendly.com

linkedin.com/in/ritafriendly

603.715.7099

ritalouisefriendly@gmail.com

Proud Mohawk of the Iroquois Nation

UX Designer

## ABOUT

I'm an organizational leader who loves to work collaboratively, beautify existing patterns and simplify experiences. I drive cohesive and intuitive experiences for my customers. I strive to learn about their behaviors, attitudes and emotions to help define experiences.

## SKILLS

Sketch

Figma

Adobe XD

Adobe photoshop

Invision

Wireframing

Research

Prototyping

Affinity mapping

Design sprints

Project management

Remote work

## EDUCATION

### UX/UI Student

Flatiron School  
Seattle, WA  
June 2020

### B.A. Biological Sciences,

Dartmouth College  
Hanover, NH 2013  
Graduate

## EXPERIENCE

### BRATADAH - UX Designer

*Contract: 4 Week Project*

- Prototyped concept and wireframed 12 screens for final prototype providing the final eye editing for 20 screens to attain pixel perfect work screens
- Lead team discussions and maintained forward momentum during challenging design conversations through questions and time tracking
- Executed research plan conducting 12 interviews with customers and lead affinity mapping sessions to organize over 400 points of user data
- Conducted assumptive journey mapping workshop during client kickoff meeting and synthesized output into a beautiful journey map
- Driver of initial collaboration during ideation sessions with 3/5 of total ideas

### YOGA BEHIND BARS - Corporate Development Specialist

*March 2019-August 2019*

- Spearheaded new program for community engagement with 8 studios across Seattle - monthly workshops achieving highest donation of \$3k
- Social media strategy managing Facebook & Instagram presence with 4 new content posts a week increasing engagement by 8% and created documentation around social media standards and branding
- Managed yearly gala fundraiser raffle, volunteers and on-site management creatively theming baskets and raising over \$10k in raffle sales
- Created content for social media, website and printed assets for programs designing beautiful and mission focused materials

### ARUP DESIGN & ENGINEERING - Project Administrator

*Contract: July 2018-March 2019*

- Managed engineering communications for WeWork, SeaTac and Washington State Convention Center projects smoothly facilitating companies workflows across 5 separate software systems
- Tracked project deadlines and maintained project documentation stepping in to organize 30 separate and disorganized WeWork projects to corresponding excel documents
- Crafted an immersive Alice in Wonderland holiday event experience for 80
- Assisted on RFP document researching Sound Transit projects providing organized excel project document

### SPACE NEEDLE & CHIHULY GARDEN AND GLASS - Event Designer

*July 2015-2017*

- Partnered across two companies to execute a flawless end to end event experiences executing 250 events per year, clients include Boeing, Salesforce, Slalom Consulting, Microsoft, Amazon
- Managed multiple events simultaneously with varying deadlines - 15% of events had less than 10 days to plan
- Managed processes for internal and external customers crafting solutions and recovered lost customer representing \$100k revenue annually
- Implemented rental delivery strategies within complex venue restrictions - successfully delivered rentals from 4 vendors with only 1 elevator available for 2 separate 30 minute time slots without disturbing public guest experience