

# Ildikó Tóth

UX Strategist

<https://imildi.com>

I am a self-driven UX strategist, designer and problem solver in Portland, OR. I live and breathe user-centered interaction design and thrive on collaboration to positively transform how users interact with the world around them.

## CONTACT

imildih@gmail.com

703.597.8004

linkedin.com/in/ildikototh

## SKILLS

### VISUAL

Adobe CC

Axure

Balsamiq

Figma

InVision

Material.io

Sketch

### RESEARCH

Card Sort

Heuristic Analysis

Survey Design

Usability Testing

### DEVELOPMENT

HTML / CSS

JavaScript / jQuery

Zeplin

Jira / Confluence

### PRESENTATION

Camtasia

Draw.io

iMovie

Miro

## PERSONAL

Certified Agile Product Owner

Fluent in French and Hungarian

Airbnb Host and Business Owner

Member of Mazamas

Mountaineering Club

## EXPERIENCE

### **Freelance - Senior UX Strategist**

*June 2020 - Current*

Crafting wireframes and prototypes for scoping initial direction. Refining requirements docs. Performing heuristics on existing apps. Creating user profiles and user stories.

Partnering with product and engineering to produce feasible designs.

### **DAT Solutions - UX Designer**

*March 2019 - April 2020 (1 yr 1 mo)*

Facilitated service blueprint workshops. Collaborated with cross-functional teams for requirement discovery, user flows. Created personas. Iterated through sketches, wireframes, and prototypes for testing sessions.

Embedded within an engineering scrum team, using beta-user feedback to improve designs and adjust them for edge cases and errors.

### **Code for Portland - UX Designer**

*Oct 2018 - May 2019 (7 mo)*

Created a tool to give infectious disease experts a better way to monitor social media for signs of a breakout. Led a team to address pain points using data collected from surveys, interviews, and workshops.

### **Intel - Business Analyst + Product Owner**

*July 2015 - Jan 2017 (1.5 yrs)*

Developed storyboards, a system blueprint, and user flows for cross-functional groups and design agencies. Resulting changes to the sign-up process improved data entry and reduced exit rates.

### **Intel - Automation Design Engineer**

*July 2011 - June 2015 (4 yrs)*

Supported process changes to semiconductor manufacturing R&D via automated material delivery. Conducted user interviews, designed, tested, and developed automation behavior through rapid iteration.

## EDUCATION

Bloc.io UX Design Apprenticeship 2017-2018

Stanford University & Portland State University 2012 - 2014

HCI & Computer Science Courses GPA: 3.8/4

Syracuse University 2006 - 2010

BA Graphic Design + Math. Minor in IT GPA: 3.93/4

