

emily rowley

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I'm a UX designer with extensive experience in creative roles using animation, 2D assets in 3D space, and agile environments who enjoys visual design and the opportunity to do good in the world.

Experience

Meddle Group, LLC

Freelance UX Designer 2016 - 2017

- 3 week sprint on a team facilitated by General Assembly
- CEO wanted help with onboarding, tutorial creation and incentive to create thoughtful profiles that would lead to a higher rate of user engagement.
- Lead the creation of an animated tutorial for onboarding
- Programs and skills used: Adobe Photoshop, Sketch, InVision, whiteboarding, paper sketching

General Assembly Hackathon - First Place

Project Spitfire 2017

- 24 hour project turnaround on a team of 4, 2 UX designers and 2 web devs, theme was 'make someone's life better' and only technical requirement was the use of an API (we chose Urban Dictionary)
- Programs and skills used: Sketch, paper prototyping, persona creation, user flow, HTML5, CSS3, AngularJS

General Assembly

User Experience Design Immersive 2016 - 2017

- Learned a solid foundation of user research, interface design, wire frames, prototyping, interaction design and high-fidelity mockups
- Worked on five projects with different levels of fidelity and completion
- Programs and skills learned: Axure RP, Omnigraffle, Adobe XD, Framer, Sketch, paper prototyping, wire frames, basic HTML, CSS and Javascript

FlowPlay, INC

Production Artist 2011-2016

- Worked on OurWorld, DownWorld, launched VegasWorld and CelebrityWorld
- Conceptualized, executed and implemented design assets in two week sprints
- Closely collaborated on a three person team, worked on shared files with constant team input
- Designed for animation, slot machines and 2D assets set in 3D space
- Proactively used UX methods to research fashion trends, look at user requests on forums and undercover interview users in game to create several seasonal items that were very popular and wound up becoming some of the highest selling items in-game.
- Programs and skills used: Adobe Flash/Animate, G Suite, Tortoise SVN subversioning software, paper sketching

Art Institute of Seattle

BFA of Media Arts and Animation 2006 - 2009

- Designed assets and was a tweener for two separate student films
- Studied sculpture, illustration and graphic design as well
- Programs and skills learned: Adobe Creative Suite, 3D Studio Max, basic 3D modeling, hand drawn animation, Flash animation, basic website design

Skills and Tools

Design and Prototyping Programs

Adobe Creative Suite:
Photoshop
Animate
XD
Illustrator
Axure RP
Sketch
Omnigraffle
FramerJS
InVision
Proto.io
Balsamiq
Principle

Design and Prototyping Skills

Paper Prototyping
Rapid Prototyping
Sketching
Wireframing
Style Guides
User Flows
Site Maps

Research

Competitive Analysis
Heuristic Evaluations
Recruitment Surveys
Persona Creation
User Interviews
Usability Tests
Affinity Mapping

Working Knowledge

HTML5
Javascript
CSS3
CoffeeScript
Bootstrap