PAIGE TOWNSHEND

UX DESIGN STUDENT

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PORTFOLIO

PAIGETOWNSHEND.COM

EDUCATION

JAMES MADISON UNIVERSITY

School of Media Arts and Design

Major: Interactive Design

Minor: Computer Information Systems

Major GPA: 3.2

Expected Grad: May 2021

SKILLS

ANALYTICAL
- User Centered Design
- interface Web Design
- User Research & Testing,
- Search Engine Optimization

DESIGN
- Sketching
- Wire framing
- UI Prototyping
- Storyboarding

TECHNICAL
- HTML/CSS/JavaScript (basic)
- Bootstrap/ JQuery
- Python
- SQL

INTERPERSONAL
- Analytical
- Innovative
- Reliable
- Driven
- Collaborative

TOOLS
- Adobe Creative Suite
- Sketch
- WordPress/Wix/Squarespace
- Microsoft Office Suite
- Draw.io

PROFESSIONAL PROFILE

Media Arts and Design student seeking employment that integrates my UX design skills with my interest in technology, innovation, and entrepreneurship.

INTERNSHIP

WEBSITE DESIGNER

Beyond the Barn Doors / Herndon, VA / May 2019 - Current
- Independently redesigned the company's website to improve usability and built an online store to increase sales during off season
  - Used SEO strategies and Google metrics
- Currently provide continuous improvement assistance while keeping track of inventor

GRAPHIC AND UX INTERFACE DESIGNER

Systemlink Inc. / Reston, VA / May 2019 – August 2020
- Gathered requirements from lead programmer who expressed the need for universally understood symbols for a laboratory software
- Designed graphics and icons in Adobe illustrator to provide a more effective visual interface for 800 hospital employees
- Helped with software layout structuring creating insuring an efficient user experience

RELEVANT EXPERIENCE

APP DEVELOPMENT

Politllect / Harrisonburg, VA / SMAD 317: User Interaction Design
- Created interactive app prototype to help young adults become educated on unbiased presidential candidate information
- Required user research, paper prototyping, user testing, low and high-fidelity prototyping on Adobe XD

AUDIENCE ANALYSIS AND MEDIA PROPOSAL

Way2Go, Inc. / Harrisonburg, VA / SMAD 305: Media Production
- Project manager on a semester long group assignment
  - Coordinated and facilitated meetings around 5+ students schedules and ensured tasks were being completed on time
- Created a 20-page business evaluation and campaign for a local nonprofit organization
  - Our Evaluation consisted of background information, target audience, consumer profiles and personas, media strategies, and budget evaluations
  - The Campaign included a monthly email newsletter, web media advertisements, radio scripts, and posters