

PAIGE TOWNSHEND

UX DESIGN STUDENT



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Herndon, VA



paige-townshend

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

CAREER OBJECTIVE

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

INTERNSHIP

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

WEBSITE DESIGNER

Beyond the Barn Doors / Herndon, VA / May 2019 – August 2019

- 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
- Provided continuous improvement assistance while keeping track of inventory

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