

# RILEY SHIPLEY

## UX/UI Designer

### CONTACT

 608-209-0190  
 riley.shipley.design@gmail.com  
 53597 Waunakee, Wisconsin  
 [LinkedIn.com/in/rileyshipleydesign/](https://www.linkedin.com/in/rileyshipleydesign/)  
 [rileyshipleydesign.Lovable.app](https://rileyshipleydesign.Lovable.app)

### TECH SKILLS

UX/UI Design & Interaction Design  
User Research (Interviews, competitor analysis, data analysis)  
Wireframing & Prototyping  
Usability Testing  
Visual Design & Information Architecture  
Typography & Iconography  
Illustration  
3d mockups  
Graphic design  
Employer branding  
Adobe XD, Figma, Sketch  
Content Marketing  
Basic HTML & CSS

### SOFT SKILLS

Empathy & customer first thinking  
Problem solving in real time  
Working under constraints  
Collaboration & communication  
Attention to detail  
Efficiency & optimization mindset  
Adaptability and resilience

### EDUCATION

**CareerFoundry** March 2026  
**UX/UI Design**

Gained hands-on experience across the full design process, from user research and wireframing to high fidelity UI, prototyping, and usability testing.

**CG Spectrum** Dec. 2025  
**Concept art and Illustration**

Background in concept art and illustration, strengthening visual hierarchy, composition, and storytelling within UX/UI design. Applies strong visual thinking to create intuitive layouts, clear user flows, and cohesive design systems.

### ABOUT ME

UX/UI designer with a background in customer facing and operational roles, bringing a unique focus on empathy, efficiency, and usability. Experience designing intuitive mobile and web interfaces through user research, wireframing, prototyping, and high-fidelity UI. Known for translating complex problems into clear, accessible digital solutions.

### UX/UI PROJECTS

**UX/UI Designer** Oct. 2025 - Oct. 2025  
**Archive - A vintage clothing app**

- Vintage e-commerce shoppers lacked trust and confidence due to inconsistent condition details, authenticity concerns, and fast fashion UX patterns optimized for speed over discovery.
- Conducted user research and redesigned the product detail experience with granular condition ratings, provenance storytelling, high resolution imagery, and transparent scarcity indicators.
- Creates a trust first shopping experience aligned with collector behavior, supporting longer engagement and informed purchase decisions for one-of-a-kind items.

**UX/UI Designer** Oct. 2025 - Oct. 2025  
**GrowEasy - Mobile financial planning app**

- Many users experience financial anxiety due to complex budgeting apps, intimidating terminology, and unclear savings progress.
- Designed a mobile financial planning app focused on simplicity, trust, and clarity through user research, competitive analysis, and goal oriented UX strategy.
- Delivered a calm, approachable product experience that helps users understand finances at a glance and stay motivated toward saving goals.

### WORK EXPERIENCE

**Production Assistant** Aug. 2024 - Jan. 2025  
**Zoll Medical, Deerfield, Wisconsin**

- Manufactured life saving AED devices required extreme accuracy, consistency, and adherence to strict regulatory and quality standards.
- Followed detailed processes, validated components, and maintained precision across repetitive production tasks while meeting efficiency targets.
- Developed a strong attention to detail, quality first mindset, and respect for constraints, directly transferable to designing reliable, accessible, and error resistant user interfaces.

**Delivery Driver** Aug. 2023 - Aug. 2024  
**Fed Ex, Madison, Wisconsin**

- Delivering high volumes of packages daily required efficient navigation, time management, and adaptability in changing conditions.
- Planned routes, prioritized deliveries, and adjusted in real time to traffic, weather, and customer needs.
- Developed strong problem solving and user journey thinking skills, directly applicable to designing clear user flows and intuitive navigation systems.