

Veronica Ward

veronicawardux.com

Seattle, WA

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About Veronica

I excel in creative environments where art and nerd converge. I am a former textile designer with a passion for learning and this gives me an edge to think of innovative solutions to common problems.

Skills

Photoshop, Illustrator, Sketch, InVision, Axure, Balsamiq, Omnigraffle, Keynote

UX Designer - General Assembly 2016

- 10 week UX immersive course
- 50-70 hours a week at minimum
- Skills used: user research, usability test, persona building, storyboarding, prototyping, heuristic evaluation, information architecture, sketching, wireframing

Textile Designer - Eddie Bauer-Women's Line 2011-2016

- Sketch and paint to create custom, brand appropriate artwork
- Chosen as the Tradestone Systems team leader, learned how to use the Tradestone program and taught fellow team members how to use it
- Created a digital file numbering system that helped organize artwork files as well as clear up artwork communication with cross functional partners

Associate Textile Designer - Hollister Co. - Women's Line 2008-2011

- Chosen as the team leader to learn Kaledo suite programs and teach what I learned to my fellow teammates
- Hit tight deadlines for artwork to be production ready

Education History

General Assembly, Seattle, WA 2016

User Experience Design Immersive

Central Michigan University, Mount Pleasant, MI 2004-2008

Bachelor of Applied Arts

Majors: Apparel Design & Apparel Merchandising

Minor: Art