Veronica Ward

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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, knowlege of HTML, CSS, and JavaScript

UX Designer – Re-Ally 2016

- Extensively researched property management and renter habits to identify areas of improvement
- Collaborated with developers and stakeholders to implement a renter dashboard

UX Designer – General Assembly 2016

- Developed clickable prototypes for businesses such as Area 51 and Lowe's
- Researched their current design issues and worked through solutions by conducting user interviews and testing
- Skills used: user research, usability test, persona building, storyboarding, prototyping, heuristic evaluation, information architecture, sketching, wire-framing

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

- Sketch and paint custom, brand appropriate artwork
- Chosen as the Tradestone Systems team leader, learned how to use the Tradestone program and taught 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 teammates
- Managed assistant designers and delegated work according to skill level
- 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