

Holly L. Wolfe | UX Designer

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Excited to transition to a full time position so I can focus my energy and time on the success of one company. Over 25 years of experience with various industries developing and executing successful strategies designed to differentiate and increase sales. Core competencies include: user-centric design, creative/digital strategy, research, user testing, usability, managing projects, and collaborating with cross-functional groups. Constantly learning and evolving with a growth mindset.

Skills: user centered, customer focus, user research, user interviewing, affinity mapping, surveys, card sorting, user flows, personas, customer journeys, usability testing, ux best practices, wireframing, prototyping, HTML, CSS, JavaScript, project management software (Asana, AirTable, Basecamp)

Tools: Figma, UX Research Tools, InDesign, Photoshop, Illustrator, Acrobat Pro, Premier Rush, Retail Photography, Adobe XD

Education: UX Design Certification, January 2023, CareerFoundry.com; Specialization in Frontend Development, March 2023, CareerFoundry.com; Continuous education by actively attending seminars and webinars learning new skills and trends; Bachelor of Science, Graphic Design; La Roche University, Pittsburgh, PA

Experience:

UX Designer » Wolfe Design Studio » 3 months (November 2022–Present)

- Established personas through research data along with competitive analysis, data collection and customer journeys to drive ideation and identify customer needs for e-sales
- Created mid-fidelity prototype in Adobe XD to communicate effectively between marketing director and developers on new website design reducing the amount of changes needed
- Questioned inconsistencies of information and imagery on 80+ end user instructions, worked with stakeholders and engineers to create content that end users understand

Project Manager » Wolfe Design Studio » 24 years (November 1998–January 2023)

- Redesigned website to reflect robust product content generated by new marketing materials, collaborated with web developer weekly, and supported a promotional campaign for the website launch
- Art directed end-to-end branding packages for start ups and established corporations that included: research, strategic direction, interviews, campaigns, brochures, publications, advertising, web design, social media, design guidelines, and provided estimates from vendors
- Attended weekly production meetings within team groups to collaborate and brainstorm on new design solutions and business strategy for each of the company's product offerings
- Produced an alternative retail package label that reduced print quantities and turnaround time, in addition to saving \$417 per 1000 boxes
- Established fillable, PDF forms for government bidding packages that created brand consistency and reduced time internally for the project managers

UX Designer in Training » CareerFoundry » 10 months (April 2022–January 2023)

- Researched and designed a class project that represented the UX design process end-to-end within the context of a mobile app-building process. The final solution was a weather app providing water sport enthusiasts an easy way to plan their day on the water. Also created a simple vocabulary mobile app
- Covered the following skills: User-centered design, emotional and visual design, competitive analysis, generative and evaluative research, user personas, business requirements, mobile first, responsive design, information architecture, user flows, wireframing and prototyping, preference testing, design documentation, and presentation.

Aerospace Team Leader » Society of Automotive Engineers (SAE, International)

2 years (November 1996–November 1998) & **Graphic Artist** 5 years (May 1991–November 1996)

- Facilitated weekly production meetings with 3 artists to establish better project scheduling for our internal customers
- Managed projects between leads, artists, and outside creatives for Aerospace Engineering quarterly magazines, show campaigns, and trade show collateral, to meet tight deadlines and budgets