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. Many 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 focused, user research, user interviewing, affinity mapping, surveys, card sorting, user task flows, personas, customer journeys, moderated usability testing, UX best practices, wireframing, prototyping, digital strategy, e-commerce photography

Tools: Figma, UX Research Tools, InDesign, Photoshop, Illustrator, Acrobat Pro, Premier Rush, Adobe XD, VSCode, GitHub, project management software (Asana, AirTable, Basecamp), HTML, CSS, JavaScript basics

Education: UX Design Certification, January 2023, CareerFoundry.com; **Specialization in Frontend Development,** March 2023, CareerFoundry.com; **Continuous education** actively learning and embracing new skills and trends; **Bachelor's Degree, Graphic Design;** La Roche University, Pittsburgh, PA

Experience:

UX Designer » Wolfe Design Studio

- **Gathered data:** Established insight through competitive analyses, customer journeys, and sales analytics to identify needs and drive ideation for story telling that targets our e-sales customers and our distributors
- **Communicated with developers:** Used mid-fidelity prototypes to establish navigation flow and function for new website design to help reduce the amount of changes
- **Spotted inconsistencies:** Errors found in existing content and imagery of end-user instructions, spec sheets, and catalogs– collaborated with stakeholders and engineers to create consistent content that end users would understand

UI/UX Designer in Training » CareerFoundry

- **Researched user needs:** Included a competitive analysis, in-person interviews, and surveys user flows for 3 core features and established 3 personas, testing features, card sorting, moderated remote user testing, and preference testing
- **Created a mobile app:** 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 customizable weather app that provided water sport enthusiasts an easy way to plan their day on the water (see case study in portfolio).

Creative Director » Wolfe Design Studio

- **Improved user engagement:** Redesigned customer 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
- **Increased brand awareness:** Art directed end-to-end branding packages for B2B, B2C, and B2G that included: research, strategic direction, interviews, presentations, campaigns, brochures, publications, advertising, web design, social media, design guidelines, estimates from suppliers, and re-branding assets
- **Increased conversion rates:** Collaborated within team groups and brainstormed new design solutions and business strategies for each of the company's market segments in weekly team meetings
- **Reduced costs:** Created an alternative retail package label that, in addition to saving $417 per 1,000 boxes, it also reduced print quantities and turnaround time
- **Saved time:** Established fillable, PDF forms for government bidding packages that created brand consistency and reduced time internally for the project managers

Aerospace Team Leader » Society of Automotive Engineers (SAE, International)
& Previously Graphic Artist

- **Facilitated production meetings:** Discussed & critiqued artwork to establish consistent branding for our external shows
- **Project managed:** Tight deadlines and budgets between department leads, artists, and outside creatives for show campaigns, publications, trade show collateral, as well as designing the Aerospace Engineering bi-monthly magazine