Erin James

UX/UI Designer

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PROFESSIONAL SUMMARY

UX/UI designer with over 4 years of experience optimizing data-based user experiences, bringing outstanding communication skills, and innovative design abilities, exceeding expectations & enriching the lives of diverse populations.

EXPERTISE

- User Research & Wireframing
- Presenting & Communication
- User-Centered Design
- Agile & Kanban UX
- Creative Collaboration
- Empathy & Storytelling
- Innovative Problem Solving
- Branding & Visual Design
- Team Management

EXPERIENCES

Lead Product Strategist/Product Owner
TECH FLEET | JUNE 2023-PRESENT
- Manage the project backlog, roadmap, and weekly sprint activities on the Kanban board.
- Facilitate the team's planning, retros, standups, and working sessions to ensure successful meetings.
- Collaboratively design user stories and acceptance criteria for tasks done in the project.

Freelance UX/UI Designer
DEJAMES DESIGN | MAY 2022-PRESENT
- Implementing Design Thinking & Usability testing to design and iterate a Saas IOS application for CertPanda.com.
- Lead UX/UI designer for Retina Global re-brand, logo design, new website design including user flows, and sitemaps.
- Conducting user interviews, collecting data, creating user journeys and flows to inform decisions, wireframes & prototypes.
- Using Figma & presentation skills to optimize and present concepts, branding, and deliverables to teams and stakeholders.

UX/UI Design Intern
FLATIRONS COMMUNITY CHURCH | JUNE 2022-JAN 2023
- Utilizing agile UX/UI, web design, and front-end development skills to implement web pages from concept to launch.
- Achieving impactful user experiences through working collaboratively with cross-functional teams, ensuring brand and vision alignment.

Product Designer
ROCK AND ROSE DEPOT | MAY 2020-JAN 2022
- Used Agile marketing principles to develop and design an online marketing strategy and increased conversion rates.
- Conducted user research to gain insights into user needs, pain points, and behavior, and translated findings into design solutions.

Instructional Designer/Visual Arts Educator
WINDSOR CHARTER ACADEMY | AUG 2012-JULY 2015
- Designing an accessible learning environment by implementing accessibility features including dyslexia-friendly font and color contrast options.
- Team leader who used data & digital assessments to ideate and implement a successful school-wide positive behavior reinforcement plan that significantly decreased negative student behavioral issues.

EDUCATION

UX/UI Design Certification
Front-End Development Specialization
CareerFoundry 2022

Post-Baccalaureate Licensing Art K-12
University of Northern Colorado, CO
2010

Bachelor of Art in Studio Art, Cum Laude
Psychology Minor
Ouachita Baptist University, AR, 2004