LOUISE R. WHITAKER

User Experience Designer

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louisewhitaker.com

I am passionate about developing experiences that are intuitive and make technology more accessible to everyone. My strength is in creating prototypes to communicate solutions to complex design problems.

EDUCATION

August 2015 - May 2017

MFA - Interactive Media
University of Miami   GPA: 4.0

August 2011 - May 2015

BSC - Visual Journalism
University of Miami   GPA: 3.78

SKILLS

Tools

Wordpress, Github
Adobe CC (Id, Ps, Ai, Xd)
Axure RP, Sketch/InVision
HTML, CSS/SASS, JavaScript
PHP/MySQL, Arduino

Research Methods

Surveys, Interviews, Focus Groups
Competitive Analyses
Card Sorts, Ethnography Studies
Heuristic Reviews
Formative Usability Testing
Summative Usability Testing

Design Documentation

Wireframes
Prototypes
User Stories, Story Boards
User Flows, Site Maps,
Style Guides
Personas

EXPERIENCE

March 2018 - Present   Bellevue, WA

◇ **BCG Platinion** Expert Advisor

Worked with agile development teams to design e-commerce websites for a large telecom company; taking the design from concept to full implementation.

Created high-fidelity wireframes and prototypes for B2B e-commerce websites to test and present to client for feedback.

Produced test plans and conducted research with small business owners across various industries to better understand users' considerations and needs when purchasing telecom products.

January 2017 - July 2017   Miami, FL

◇ **Women of Tomorrow** UX/Web Designer

Overhauled existing site and developed a cohesive style guide for non-profit organization to better represent their brand across their three offices

Translated generative research into requirements for the new website.

Developed and tested several iterations of prototypes to refine and validate design decisions

August 2015 - May 2017   Coral Gables, FL

◇ **School of Communication** UX Research Assistant

Led a team of research assistants in developing an exposure reporting system for firefighters to track their environmental exposures

Designed and built a fully-functional dashboard prototype in Axure to run extensive usability testing for academic research purposes

Conducted usability testing and translated findings into actionable changes that could be made to improve the application

June 2016 - August 2016   Miami, FL

◇ **SapientRazorfish** Experience Design Intern

Worked with project teams to develop various digital solutions for clients across different industries including travel and gaming

Created design docs such as task flows, site maps, and wireframes to keep projects organized and researched design problems to present point-of-view presentations to clients

Developed prototypes with Axure to demonstrate proofs of concept and worked closely with design and development teams to complete implementation