Vanessa Lindell

UX / UI DESIGNER

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(860) 559-5482

SKILLS

UX Research

Competitive Analysis

Personas

Journey Maps

Card Sorting

User Flows

UI Design

Wireframes

Interface Design

Storyboards

Prototypes

Infographics

Iconography

Typography

Animated Videos

Redlining

EXPERIENCE

(2005 - 2020)

Sr. User Experience Designer, Enterprise Marketing - The Hartford

- Lead UI designer for P&C - UX research, prototyping, testing, visual design, and implementation, with a focus on delivering outstanding mobile experiences

- Conducted user research, developed personas, journey maps and conducted usability tests to gain insights into customer behaviors, needs, and pain points, and incorporated findings into design solutions

- Collaborated with cross-functional teams, including product owners, designers, developers, and content creators to enhance numerous customer experiences

- Developed wireframes and interactive prototypes to visualize and communicate design concepts and interactions effectively

- Applied best practices in user-centered design, accessibility, and visual design principles to create intuitive and engaging interfaces and interactions

- Transformed wireframes into high-fidelity mock-ups and prototypes

- Created exploratory designs for testing and modified interfaces, user flows, navigational elements and layouts to support usability findings

- Designed layouts, interactions and transitions for target mobile screen sizes and device orientations

- Delivered pixel-perfect designs, consistent with the design system and brand

- Collaborated with development teams, presented designs to stakeholders, animated interactions and adjusted designs iteratively

- Worked one-on-one with developers to ensure images and layouts displayed accurately for target devices and breakpoints

- Documented specs for new elements to integrate into the enterprise design system

Specialties

User-Centered Design

Information Architecture

Interface Design

Responsive Design

Interaction Design

Design Systems

TOOLS

Sketch

Invision

Figma

After Effects

Photoshop

Illustrator

Animate

HTML/CSS

Bootstrap

Axure

- Participated in daily Agile scrum meetings and spring planning, reported design status, entered user stories and estimated story points

- Created storyboards and animated instructional videos for the Claims and Social Media teams pertaining to customer service and Linkedin

- Worked closely with the development team to design a library of icon sprites and animated SVGs for the enterprise design system

- Created marketing banners and infographics for Small Commercial campaigns

- Designed 60+ unique enterprise employee achievement badges, and hosted on Credley

- Responsible for optimizing videos and hosting of all corporate media requests and communications on the enterprise video platform

EXPERTISE

Sketch	Illustrator
Invision	Animate
Figma	HTML, CSS
After Effects	Bootstrap
Photoshop	Axure

EDUCATION

Central Connecticut State University

Bachelor of Arts in Graphic Design Communication

Northwestern Connecticut Community College

Associate of Arts in Graphic Design

PORTFOLIO

Visit my website to learn more about me and view examples of my recent work.

http://www.vanessalindell.com