

# ARISA CONWELL

## USER EXPERIENCE DESIGN

### SKILLS

WIREFRAMING  
CARD SORTING  
COMPETITIVE ANALYSIS  
CONTENT STRATEGY  
USER JOURNEY MAPS  
USER FLOWS  
PERSONAS  
SITE MAPS  
UI DESIGN  
PROTOTYPING  
USER RESEARCH  
USABILITY TESTING  
SKETCHING  
ATTENTION TO DETAIL  
EMPATHY

### TOOLS

AXURE  
SKETCH  
OMNIGRAFFLE  
BALSAMIQ  
INVISION  
PHOTOSHOP  
INDESIGN  
ILLUSTRATOR  
HTML/CSS  
JAVASCRIPT  
GOOGLE ANALYTICS  
PEN & PAPER



## SUMMARY

I'm a creative professional who loves finding ways to generate measurable value through great design. My work is a combination of thinking, research, design, communication and execution. Throughout the design process I continuously account for a project's business, technical and creative objectives and approach every project prioritizing hands on, user-centered, Lean UX principles.



## EXPERIENCE

MICROSOFT

### SENIOR USER EXPERIENCE DESIGNER

2016-NOW

Designing world class experiences for Microsoft Partners and Developers that solve complex business workflows with elegance and simplicity, and translating business requirements and customer insights into compelling user experiences for our users. My responsibilities include: driving the early concept phase (ideating/brainstorming, storyboarding, creating user scenarios, and sketching/prototyping) with key stakeholders; partnering closely with other designers and engineers to deliver throughout the design phase (deliverables include experience architecture, information structures and hierarchies, navigation models, wireframes, final hi-fi designs); developing user experience and visual design solutions that address specific developer scenarios/audience needs while ensuring the solutions are rationalized in the context of a unified developer portal; shipping high quality UX design by working closely with our engineering partners.

GENUINE

### USER EXPERIENCE DESIGNER

2015-2016

On any given day at Genuine you could find me implementing a variety of the following tools to create engaging solutions for our clients and their users: interviews, contextual inquiry, personas, journey mapping, content assessments, heuristic analyses, user flows, sketching, wireframing, prototyping, usability testing, or functional annotations. Clients I've worked with include: Panera at Home, LogMeIn (LastPass, Xively, Rescue, BoldChat), Sullivan Tires, DeVries Global, and MassMutual.

PACIFIC SOTHEBY'S INTERNATIONAL REALTY

### MARKETING PROGRAM MANAGER

2013-2015

At Sotheby's International Realty I worked with a high-end residential real estate team designing all physical and digital marketing pieces as well as their company website and logo using tools such as InDesign, Photoshop, Illustrator, Squarespace, HTML and CSS. I also helped manage all client and vendor relationships, ensuring every stage of the transaction process moved forward with excellent communication, transparency and professionalism.



## EDUCATION

GENERAL ASSEMBLY, MARCH - MAY 2015  
CERTIFICATE, USER EXPERIENCE DESIGN

WESTMONT COLLEGE, 2006 - 2010  
BS, ECONOMICS & BUSINESS

## CONNECT



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