

EMILY SCHLEIER

UX/UI Designer

✉ emilyschleier@gmail.com

📄 emilyschleier.com

📞 319.795.2117

SKILLS

UX

Wireframing
Prototyping
User Personas
Usability Testing
Concept Testing
User Interviews
Surveys
Site Maps/App Maps
Affinity Diagrams
Competitive Analysis
Information Architecture

UI

Logo Design
Style Tiles
Web Design
Mobile Design
Heuristic Evaluations

TOOLS

Axure
InVision
Illustrator
Photoshop
Sketch
Proto.io
Pop App

EDUCATION

University of Iowa
BBA, Marketing
2000-2004

EXPERIENCE

2016

UX Designer - DESIGNATION Chicago, IL

Designed mobile and web apps using the design thinking process and Google's design sprint methodology for clients including Privity, a web-based research and collaboration tool built for new attorneys and Vitrima, the first 3D lens kit for GoPro cameras. For these clients we applied UX solutions including:

- Conducted user research, competitive analysis, affinity mapping and surveys for domain research.
- Built platform information architecture, designed low and mid-fidelity wireframes, conducted multiple rounds of user testing with Invision and Axure prototypes while iterating and improving upon the concepts and designs.
- Synthesized research to create task flows, user personas and wireframes based on qualitative data.

2012-16

Operations Manager - Novovino Wine Co. Chicago, IL

Managed day-to-day operations of a competitive wine importing business, handling the logistics of bringing over 700 wine labels from all over the world to consumers in Chicago. Maintained accounts receivable/payable and inventory using QuickBooks and redesigned the company's website, logo, business cards and marketing materials.

2011-12

Account Manager - Alarm Press Chicago, IL

Developed new business and generated advertising to ensure the success of the publication. Conducted editorial research and worked with publisher of the magazine to develop content that inspires innovative design. Led initial interviews with featured designers to determine the direction for the article.

2009-11

Media Manager - Institute of Food Technologists Chicago, IL

Played a key role within the public relations team of this association for food science professionals to increase visibility of the organization and the work of its members. Drafted and distributed monthly newsletters and press releases to national and international news outlets to raise awareness of the brand.

2008-09

Public Relations Manager - The Printed Blog Chicago, IL

Spearheaded international exposure for this media start-up in outlets such as The New York Times, NPR, Wired.com, Time Magazine and The Chicago Tribune.

2008

Marketing Specialist - Foley & Lardner LLP Chicago, IL

Collaborated with attorneys, professional staff and external consultants to plan and implement events for the law firm. Coordinated, developed and assembled marketing collateral for use in educational presentations, new client proposals.

2005-06

Marketing Assistant - KSB Bank & Trust Keokuk, IA

Responsible for writing press releases and designing marketing materials. Participated in developing award-winning customer retention marketing campaign for new bank branch.

2004

Account Manager - University of Iowa M&D Chicago, IL

Developed marketing plans and created marketing and promotional materials for University and student organizations.