

VICKI SIOLOS

UX Designer || Brooklyn, NY

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By incorporating UX principles and design thinking into my 10+ years of professional experience, my skills in copywriting, research, project management, and content strategy are highly organized and methodical. I define and deliver solutions where technology and empathy overlap, and aim to continuously grow among a team of inspiring individuals.

UX EXPERIENCE

Books That Grow - UX Consultant, 2017

- Decrease bounce rates and increase conversion through website redesign
- Prioritize content strategy with business and user research
- Deliver MVP with rapid prototyping and rounds of usability testing

General Assembly - User Experience Design Immersive, 2016-2017

- Integrate features and responsive design for an online retailer
- Implement a virtual reality component for a popular meditation app
- Employ user research and testing to validate project goals
- Translate paper sketches to wireframes to Sketch
- Ensure design consistency and copy accuracy with high attention to detail
- Manage team and project timeline with exemplary leadership skills

OTHER JOB EXPERIENCE

Drip.fm - Editorial Director, 2013

- Redesign marketing materials via A/B testing and website analytics
- Assist copywriting and content strategy for v2.0 rollout
- Liaise with 30+ clients and internal team for consistency across platform

Music Publicist - Freelance & Full-time, 2006 - 2016

- Design and execute campaigns for multiple artists, releases, and tours
- Expand departments and train new publicists
- Project management, database refinement, competitive research

Forward Management - Booking Agent, 2009 - 2013

- Maintain global network of clients and contacts
- Handle contracts, financials, and travel accommodations
- Utilize social media assets to grow company brand

SKILLS

Wireframing
User Research
Competitive Research
Information Architecture
Heuristic Analysis
Rapid Prototyping
Usability Testing
Personas

TOOLS

Sketch App
OmniGraffle
InVision
Adobe Xd
Photoshop

PROCESS

Discover
Define
Develop
Deliver

EDUCATION

General Assembly

Certificate, User Experience Design

New York University

Gallatin School of Individualized Study
Bachelor of Arts Degree