

# Vanessa Ollice

## SENIOR UX/UI DESIGNER

Hopkinton, NH | 818-442-5311 | [vanessa.ollice@gmail.com](mailto:vanessa.ollice@gmail.com) | [vanessaollice.com](http://vanessaollice.com)

### HIGHLIGHTS

- Design professional looking to join a new team to create impactful and results-driven products, with experience applying user-centered design methodologies to create informed design solutions that streamline the digital product experience in several different industries, across multiple platforms, with an average increase in performance of 20%.
- **Design Skills:** UCD concepts such as user research, creating the user flow/journey, wireframing, prototyping, writing UX research proposals for stakeholder buy-in, usability testing and data analysis, A/B testing, advocating design considerations and solutions informed by business and user requirements. Experience in visual design, UI design, illustration, animation, photography, and creative direction.
- **Technical Skills:** CSS(3), HTML(5), WordPress CMS, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), code editors, project management systems (Podio, Asana, Workfront), and email design/development technologies. Knowledge of Adobe After Effects, Bootstrap, JavaScript, Firebug, DevTools, and WCGA compliance standards. Familiarity with Figma.

### RELEVANT EXPERIENCE

#### FREELANCE UX/UI DESIGNER

**JANUARY 2021 - CURRENT**

Hopkinton, NH

- Analyzing products, making recommendations and implementing solutions based on UCD principles for CRO, for various clients in different industries.
- Helping the New Hampshire Judicial Branch facilitate changes in court processes to reduce customer error by 70%, saving overall internal resource allocation to case processes by 10%.

#### SENIOR UX/UI DESIGNER (SENIOR WEB DESIGNER)

**APRIL 2015 - DECEMBER 2020**

Samaritan's Purse International Relief, NC

- Executed end-to-end product design solutions for web and mobile applications/workflows supported by UCD principles, such as conducting user research, creating user flows and visual/UI designs, wireframing, and prototyping within the Communications department of one of the largest non-profit companies in the United States, processing over 1MIL in daily transactions.
- Translated design solutions into front-end development for web, mobile, and email.
- Created an end-to-end product experience redesign across multiple platforms led to a 20% increase in on page time and a 80% click-thru rate for emails associated with the redesigned product.
- Transformed an end-to-end application process from the ground up to increase inbound applications 300% within the first two weeks of launch.

- Applied competitive analysis, user behavior research, and UX best practices to inform design solutions and create a holistic user experience.

## **WEB DESIGNER**

**APRIL 2011 - APRIL 2015**

Samaritan's Purse International Relief, NC

- Focused on corporate web design tasks, such as creating visual and UI designs, and front-end development.
- Spearheaded an overhaul in department-wide approach to email marketing through user behavior data analysis and user experience design best practices to increase email reputation, open rate, and click-thru rate by 60%.
- Advocated for and produced a design document and internal design style guide to strengthen brand messaging and streamline product design and builds, improving the user experience through clarifying interactions with our products, and increasing engagement and revenue.

## **LEAD CREATIVE**

**APRIL 2008 - OCTOBER 2010**

Life Alert Emergency Response, Inc., CA

- Established an archival system for creative materials and performance metrics.
- Produced advertising campaigns and designing content for medical devices using design principles.
- Proposed informed design solutions based on design best practices and consumer insights.

## **EDUCATION**

**BA COMMUNICATIONS (GRAPHIC DESIGN EMPHASIS)**

**2007**

**Otis College of Art and Design, Los Angeles CA**