

# Emily Kocian-Dery

651.470.2946

[www.emilykociandery.com](http://www.emilykociandery.com)

[emilykociandery@gmail.com](mailto:emilykociandery@gmail.com)

<https://www.linkedin.com/in/emilykociandery>

## Education

**UX Certificate Program, School of Visual Concepts, 2017 – 2018**

**Bachelor of Science, Art Education, University of Wisconsin-Stout, 2006 – 2011, GPA 3.7**

**Fine Art, Art History, Italian Language and Culture, American University of Rome, 2008 – 2008**

## Experience

### WhoWhatWhy

**Aug. 2018 – Present**

*UX Designer*

- Online nonprofit investigative journalism website with 50,000 monthly readers.
- Collaborated with a global team of designers to perform a competitive analysis and identified UX changes for the website redesign to increase site traffic, including mobile optimization and accessibility improvements.
- Conducted an accessibility audit for the entire website to meet Level A Conformance to Web Content Accessibility Guidelines (WCAG) 2.0 and advised the team on immediate actions to comply.
- Advised the team on Level AA Conformance to WCAG 2.0 for all future designs to ensure best practices for accessibility were at top of mind during design through implementation.
- Built and implemented quantitative/qualitative surveys, usability tests, and InVision prototypes with 100+ target users.

### Ben There Done That, KING-5 TV

**Apr. 2016 – Present**

*Assistant Photographer*

- Outdoor weekly news segment, featuring adventure destinations and excursions.
- Produced 28 segments, researching logistics, scouting locations, and composing shots for hikes ranging from several hours to overnight.
- Edited two-minute shows airing on TV for viewers in the Pacific Northwest on the number 1 rated news station, KING-5 and online for more than 3.5 million visitors monthly at [king5.com/bentheredonethat.com](http://king5.com/bentheredonethat.com)

### Filmborn

**Sept. 2018 – Oct. 2018**

*UX Consultant*

- iOS photography app for Mastin Labs, to emulate film photography.
- Researched through competitive analysis, surveys, and contextual user interviews to identify experience improvements and increase downloads and retention for over 500,000 worldwide users.
- Analyzed over 300 Mixpanel and iTunes Connect data sets and tested prototypes with 6 users, resulting in a 300% increase in sales and daily retention rate growth in the first month.

### Q Card Project

**Mar. 2018 – Aug. 2018**

*UX Designer*

- Healthcare organization that created a card for LGBTQIA youth to better convey preferred pronouns to doctors and healthcare providers.
- Synthesized 70 pages of University of Washington Graduate Student research data and identified common pain points for youth receiving health services to help new practitioners better use the Q Card in healthcare environments.
- Created and distributed a paper prototype of brochure to help the over 150,000 Q Card users in 35 states and four countries to understand how to use their Q Card.

### Shunpike

**Jan. 2018 – Mar. 2018**

*UX Designer*

- Student capstone project in partnership with the School of Visual Concepts and Shunpike
- Seattle based organization working with over 5,000 artists to succeed as non-profits and small businesses, by helping with paperwork and other administrative services.
- Working with the Executive Director, I created a mobile friendly website from ideation and research to execution to better tell Shunpike's story to their 500,000+ visitors.
- Conducted research, designed and managed the team's typography style guide in Sketch and created documentation for client handoff with InVision prototypes.

### Education First Teachers

**Nov. 2016 – Apr. 2018**

*English Instructor*

- Online English teaching platform for students and teachers worldwide.
- Designed interactive lessons for students online in Adobe Connect to help them build English language skills.
- Created lessons and exercises that would work with forthcoming voice user interfaces.

**The Walsh Group****Jan. 2015 – Sept. 2016***Proposal Coordinator*

- \$5 billion construction company based in Chicago
- Defined goals with stakeholders to meet the expectations of 35+ clients.
- Designed printed proposals in Adobe Creative Suite and delivered to clients such as Sound Transit and Washington State Department of Transportation.

**Moose Lake and Cloquet Public Schools****June 2011 – Dec. 2014***Art Teacher*

- K-12 public school
- Conducted curriculum research with education stakeholders to better design lessons to meet student needs
- Delivered empathy filled art lessons to students.

**Skills**

**Design:** Task Analysis, UX & UI Design, Usability Testing, Information Architecture, Observational Research, Workflow Design, User Research, Diagramming, Ethnography, Accessibility, Prototyping, Forecasting

**Software:** Sketch, InVision, Visual Studio Code, HTML & CSS, Photoshop, Illustrator, Design, Zeplin, Axure