

# EMILY KOCIAN-DERY

UX DESIGNER

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## SKILLS

### DESIGN

UX & UI Design  
Accessibility  
Usability Testing  
Information Architecture  
Observational Research  
Ethnography  
Task Analysis  
Diagramming  
Prototyping  
User Research

### SOFTWARE

Sketch  
InVision  
Adobe XD  
Photoshop  
Premiere Pro  
Visual Studio Code  
HTML & CSS  
PhotoShop  
Illustrator  
Zeplin  
Axure

## EDUCATION

### UX CERTIFICATE PROGRAM

School of Visual Concepts  
2017 – 2018

### BACHELOR OF SCIENCE, ART EDUCATION

University of Wisconsin-Stout  
2006 – 2011

### FINE ART, ART HISTORY, ITALIAN LANGUAGE AND CULTURE

University of Wisconsin-Stout  
2008 - 2008

## PROFILE

I'm a client-focused UX Designer with a passion for UI and research. I have years of teaching experience to empathize with users and craft enriching experiences. I approach every project with a Midwestern work ethic and a sense of humor.

## EXPERIENCE

### UX DESIGNER & MARKETING COORDINATOR

Vigor | Feb. 2019 - Present

- Designed processes, user journeys, driving better relationships with our audience and environments with a focus placed on the quality of the user experience and culturally relevant solutions
- Redesigned an internal companywide Customer Relationship Management system
- Closely worked with key stakeholders including Business Analysts, Product Owners, Consultants, and Executive leadership
- Championed new ideas and provided solutions using design thinking for how they integrated in business systems.
- Partnered with Analysts and Researchers to support research and user testing for idea validation.
- Worked closely with the development team to translate user needs, business strategies, and conducted extensive testing of the developed components to ensure user verification and implementation validation.

### UX MANAGER

WhoWhatWhy | Aug. 2018 – Jan. 2020

- 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.

### UX CONSULTANT

Filmborn | Sept. 2018 – Oct. 2018

- 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 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 over the first month.