

Contact

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Top Skills

User Experience

Information Architecture

Adobe Creative Suite

Certifications

Certified Professional for Usability
and User Experience (CPUX-F)

Membership Certificate

Honors-Awards

Joomla! Administrator Certification

J.E.T. Grant Recipient

Trailblazer Award

Dawn Russell

Passionate and empathetic professional with deep expertise as both a leader and practitioner of UX.

Providence, Rhode Island Area

Summary

I'm a design team lead and UX strategist with over 9 years of experience in enterprise B2B and B2C environments where I apply user-centered design thinking and research across the services and products that comprise the customer experience. My passion is to cultivate and guide diverse, cross-functional teams to drive organizational alignment and produce value (for the customer and business) thereby increasing revenue. In particular, I thrive when contributing across the discovery, user research, product strategy, and UX design lifecycle.

Experience

Upserve

Lead UX Designer

February 2019 - Present

Providence, Rhode Island Area

I am passionate about working in the space where design engages the principles of psychology to improve the customer experience. My primary goal at Upserve is to lead a team that articulates and designs ways to simplify and improve the customer journey as users navigate across our suite of software solutions and services.

Key responsibilities:

- o Strategically implement discovery processes that are data-driven and gather both behavioral and attitudinal KPI's in accordance with short and long-term roadmap planning to better understand and articulate user needs and preferences.

- o Leverage receptive contributors across the organization (customer success, implementation, sales, marketing, and support) by training them in customer experience / UX methodologies to achieve greater input and outcomes in short timeframes.

- o Craft dozens of targeted user research studies that result in deep insight for the organization with limited resources in an agile, high demand setting.
- o Socialize research outcomes with stakeholders, engineers, and product managers to align on the problem frame.
- o Lead the establishment of a working design system in Figma and Storybook to reduce redundancy and free our designers and developers for new challenges.
- o Coordinate with product managers, product marketing, and engineers to improve planning, design, development, and go-to-market processes while increasing efficiency and fostering collaboration.
- o Design complex, systematic improvements to our products across multiple channels including iOS, Android, Clover, web applications, and kitchen display systems.
- o Communicate effectively with our data science team and customers to craft best-in-class predictive forecasts for restaurant analytics and bring these ideas to life with clever, in-app data visualizations.

Epiq

Senior Product Designer

August 2018 - February 2019 (7 months)

Providence, Rhode Island Area

As a leader in UX design at Epiq Global, I coordinated the product research and experience design efforts for enterprise-level eDiscovery and search based digital products within the data products innovation team. I oversaw the synthesis of business requirements, crystallization of user needs through myriad research methods, design of data visualizations, build of comprehensive information architectures, and crafting of compelling visual and interactive designs.

- o Conduct product research to understand the use cases both within (B2B) and outside the company (B2C). Techniques include moderated interviews, card sort exercises, talk-aloud prototyping, surveys, and company-wide persona development.

- o Senior product designer for agile teams across the world with a focus on translating business requirements and UX research into journey maps, wireframes, and high-fidelity prototypes.
- o Prototype an analytics-based dashboard application with a robust information architecture to inform companies of real-time and historical info on the eDiscovery legal process. Work closely with data products to develop a forecasting model.
- o Setup a searchable user research repository so our product team can search for insights and opportunities across multiple research projects.
- o Establish design ops for the company to centralize our design assets and capitalize design efforts.
- o Work closely with the product manager, business analyst and development managers to drive the design of products that our users love.
- o Prioritize efficiencies within feature enhancements to address our users' needs and improve their daily workflow.

Mount Holyoke College

Senior UX Designer / UI Developer

April 2017 - August 2018 (1 year 5 months)

Springfield, Massachusetts Area

Within this role, I have the unique opportunity to participate directly in all aspects of the product development life-cycle in a lean, agile environment including user research, experience design, content strategy, and visual design.

- o Evaluate over 133 enterprise-level software products for usability and craft a strategic, technical plan to optimize three in the first year.
- o Passionate about collaborating across six cross-functional teams to improve the user experience of our digital products and solve challenging design problems.
- o In one year, produce a consistently high-quality user experience on three mission-critical projects through my ability to analyze and apply user research methods; namely, user interviews, testing, personas, user journeys, rapid

prototyping, content strategy, intuitive navigation, and compelling visual design.

- o Received a Trailblazer Award in recognition of my creative collaboration in meeting a challenge head-on as I further the College's strategic mission.

- o Manage a team of five junior developers.

Artisan Web and Print

Creative Director / Product Designer

December 2010 - December 2017 (7 years 1 month)

Brattleboro, Vermont

For this boutique agency, I crafted over 100 multi-channel user-based design solutions for companies in more than a dozen industries from the business proposal to launch.

- o Develop requirements from business and user needs to shape UX design concepts and process.

- o Responsible for lean UX design and research, visual design, content strategy, search engine optimized navigation, and front-end UI development.

- o Manage a team from idea to deploy while staying within budget, cost estimates, and schedules.

- o Lead project management tasks on over 100 digital and graphic design product life-cycles.

- o Cultivate long-term, positive client relationships.

- o Help identify areas for improvement using metrics and user interviews to ensure long-term success.

- o Hands-on in training customers in best practices and create learning aids (user manuals, video tutorials) for future maintenance and usability.

- o Administer an all-inclusive, subscription-based maintenance and monitoring solution for client products to encourage retention and sustain long-term, regular income.

Scott Jacobson

Marketing Director

January 2008 - May 2010 (2 years 5 months)

Greater New York City Area

Within this role, I managed over two dozen high profile marketing campaigns and provided visual designs to further the acquisition and placement of museum quality studio art.

- o Led all aspects of marketing including photoshoots, exhibition catalog print design, international advertising campaigns, and website design.

- o Worked closely with our sales team and management to design exclusive parties.

- o Facilitated museum acquisitions and assisted with the curation of exhibitions.

Education

Marlboro College Graduate & Professional Studies

Web development, user experience design, human-computer interaction (HCI), project management · (2010 - 2011)

SUNY New Paltz

Master of Fine Arts, Studio Art, Art History, Design · (2002 - 2004)

The Evergreen State College

Bachelor of Arts, East / West Psychology, Anthropology, Humanities, Art · (1995 - 1999)

HTML Writers Guild

Information Technology · (2011 - 2012)

Mount Holyoke College

Data Visualization · (2018 - 2018)