# dawn russell

{creative ux product design}

Senior product designer who loves to collaborate within a diverse, multi-disciplinary team for end-to-end product delivery.

## EXPERTISE

Product strategy and ideation

UX research

Design concepts and thinking

Problem solving skills

Attention to detail

Storytelling and presentations

Interpersonal communication

## UX DESIGN TOOLS

Adobe Creative Suite

Invision / Sketch

Omnigraffle

Loop11 / Optimal Workshop

Airtable (gap analysis)

Google Analytics

Tableau

## PORTFOLIO

dawnrussell.us

## CONTACT

PHONE: (802) 463-4765

EMAIL: connect@dawnrussell.us

LINKEDIN: dawnrusselldesign

### Senior Product Designer

Epiq Global                08/2018 - PRESENT

Serve as the design lead for teams across the world to produce a business intelligence dashboard with interactive data visualizations. Digest and present data that spans 30 years to elucidate the story of financials as it relates to eDiscovery within the legal industry.

- o Conduct product research to understand the user stories both within (B2B) and outside the company (B2C). Testing techniques include moderated interviews, card sort exercises, talk-aloud prototyping, surveys, and personas.
- o Setup a user research repository so our product team can search for insights and opportunities across multiple research projects.
- o Establish design ops for an enterprise software company to centralize our design assets and capitalize design efforts.
- o Collaborate with product and engineering teams across work streams in an agile development, fast-paced setting to drive the design of products that increase user engagement.

### Senior UX Designer & UI Developer

Mount Holyoke College          04/2017 – 08/2018

Oversee all aspects of the user-centered software design lifecycle in a lean, agile environment.

- o Evaluate over 133 enterprise software products for usability and craft a strategic, product roadmap to optimize three in the first year.
- o Communicate with customers across six cross-functional teams on the different UX/UI approaches to satisfying, effective, and usable solutions.
- o In one year, produce a consistent high-quality user experience on three mission-critical software projects through the application of UX research, defining our target audience through personas, user/task flows, wireframes, interactive mockups, content strategy navigational structures, and visual design.

# dawn russell

{creative ux product design}

## EDUCATION

**Mount Holyoke College**

Data Visualization

**Marlboro Graduate School**

Web development, user experience design, human-computer interaction (HCI) – Human factors, project management, HTML / CSS / SAAS / Javascript

**SUNY New Paltz**
Master of Fine Arts (studio)

Emphasis on product design and the history of art and craft from 1860 to present.

**The Evergreen State College**
Bachelor of Arts (humanities)

East / West psychology, anthropology, humanities, art

## PORTFOLIO

dawnrussell.us

## CONTACT

PHONE: (802) 463-4765

EMAIL: connect@dawnrussell.us

LINKEDIN: dawnrusselldesign

## Creative Director | Product Designer

Artisan Web and Print                    06/2010 – 03/2017

Designed over 100 multi-channel user-based web applications for companies in more than a dozen industries from business proposal to launch.

- o Managed a team from idea to deploy while staying within budget, cost estimates, and schedules.
- o Develop technical requirements from business and user needs to shape UX and visual designs.
- o Translate this knowledge into dozens of effective interfaces employing best-in-class interaction design.
- o Focus extensively on eCommerce solutions for small to mid-size companies using open source software.
- o Help identify areas for improvement using metrics and user interviews to ensure long-term success.

## Five College User Experience Committee

Five Colleges Inc. Consortia            06/2017 – 08/2018

- o Demonstrate verbal communication and collaboration skills by forming discussion groups and professional development sessions to expand awareness of UX.
- o Participant in three in-depth UX research studies on search and eDiscovery to increase accessibility.

## Public Speaker

Google Women Techmakers                03/2018

- o Design a 45-minute presentation sharing the arc of a UX product design lifecycle for the Mount Holyoke College Menu: UX / UI and the Food We Eat

## Team Lead | Contributor | Speaker

Volunteer for Joomla!                    2013-2017

- o Co-manage an international UX team and introduce usability design ideas to the project.
- o Manage the Resources Directory Team to rebuild the complex website showcasing thousands of international Joomla businesses and providers.