

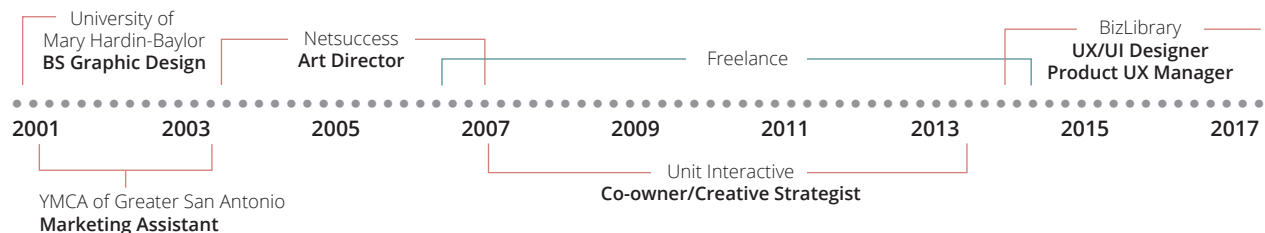
# Angela Conlon

## UX UI Designer

I am a seasoned, conscientious UX professional with 14 years of experience passionate about bringing user-centric interactions to life. I approach each project with thoughtful, in-depth strategic discovery to ensure all objectives are identified and met. I excel at team management, meeting deadlines, defining processes, and creative problem-solving.

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## education & experience



## skills & expertise

### Design

UI design, visual strategy, sketches & wireframes, Information Architecture (IA), prototypes, style guides

### Product Strategy

roadmaps, use cases, task flows, personas, implementation of product processes, strategy briefs

### UX Validation

user research through surveys and interviews; analysis of client ideas and feedback; analytics; usability testing

### Front-end Development

HTML, CSS, Bootstrap templates, responsive design

### Management

Management of small teams of Designers and Product Owners

### Preferred Technology

Mac OS; Adobe Products: Photoshop, Illustrator, InDesign; Invision

## outcomes & results

Consulted with highly-visible clients including Daisy Brand, The North Face, Furman University, Southwest Airlines Pilots Association, and Woot.com.

I completed a major e-commerce website redesign and re-branding effort for seven of the Woot.com brands. This redesign increased the brand's visibility and user base to 2.75 million users. Woot was purchased by Amazon one year later for \$110 million.

I designed and built a fully responsive site as a key promotional piece of the "Because Furman Matters" capital campaign for Furman University. With a goal of \$400 million for campus initiatives, the site helped them secure \$406 million in donations by the end of 2014, making it the largest fundraising campaign among private colleges in South Carolina.

As sole UI/UX Designer at BizLibrary, I established style guides, branding standards, and front-end coding standards for our Software-as-a-Service (SaaS) application. Key design initiatives included improving the administration experience, increasing the utilization of our content, and providing social learning interactions.

As Product UX Manager at BizLibrary, I was tasked with starting a new department focused on product user experience and creative direction for our software application products. I developed processes and user feedback initiatives from the ground up and built a team of Designers and Product Owners. I work directly with leadership to influence our product vision and advocate for user feedback to validate our strategic focus. Overall utilization of our software application has increased by 21% since my move to this role.