

ARISA CONWELL

USER EXPERIENCE DESIGNER

arisaconwell.com 

linkedin.com/in/arisaconwell 

hello@arisaconwell.com 

SKILLS

Wireframing
Prototyping
User Flows
Site Maps
Usability Testing
User Journey Maps
Interaction Design
Competitive Analysis
Content Strategy
Card Sorting
Attention to Detail
Empathy

TOOLS

Figma
Adobe XD
Axure
Sketch
InVision
Balsamiq
Adobe Creative Suite
Microsoft Office Suite
Visual Studio
Squarespace
Wordpress

PROFESSIONAL PROFILE

I'm a creative professional who loves finding ways to generate measurable value through great design. I especially enjoy designing elegantly simple solutions for complex scenarios.

EXPERIENCE

USER EXPERIENCE DESIGNER

Microsoft // 2016-Present

I am currently designing productivity experiences for Microsoft game and app developers. In my role I help drive the early concept phases of a project (ideating/brainstorming, storyboarding, creating user scenarios, sketching/prototyping and user testing) with key stakeholders. I partner closely with other designers and engineers to deliver high quality UX design in the form of experience architecture, information structures and hierarchies, navigation models, wireframes, prototypes and hi-fi designs. I develop user experience and visual design solutions that address specific developer scenarios/audience needs while ensuring the solutions are rationalized in the context of a unified developer portal. A few projects include:

- Full framework redesign for ingesting products into the Microsoft Store
- Developing a design toolkit
- Launching the Xbox Live Creators Program in the Dev Center
- Launching Concept Approval Hub in the Dev Center

USER EXPERIENCE DESIGNER

Genuine // 2015-2016

On any given day at Genuine you could find me implementing a variety of the following tools to create engaging solutions for our clients and their users: interviews, contextual inquiry, personas, journey mapping, content assessments, heuristic analyses, user flows, sketching, wireframing, prototyping, usability testing, or functional annotations. A few work examples include:

- Full site redesign for IoT leader, Xively by LogMeIn
- Full site redesign for Sullivan Tire and Auto Services
- Full site design for Panera at Home
- Trial registration redesign for IT support software leader, Rescue by LogMeIn

MARKETING DESIGNER

Pacific Sotheby's International Realty // 2013-2015

I worked with a high-end residential real estate team designing all physical and digital marketing pieces as well as their company website and logo using tools such as InDesign, Photoshop, Illustrator, Squarespace, HTML and CSS. Design work included:

- Logos
- Websites (e.g. JulioLindsay.com)
- Email campaigns
- Property brochures, flyers and mailing pieces

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EDUCATION

CERTIFICATE
User Experience Design
General Assembly
March - May, 2015

BACHELOR OF ARTS
Economics and Business
Westmont College
2006 - 2010

EXTRA

PROVOST SCHOLARSHIP
Westmont College
2006-2010

GMAT
Scored 670
2012

MBA APPLICANT
Accepted at UW Foster
2018

EXPERIENCE continued

MARKETING STRATEGIST AND DESIGNER
Keynote Capital // 2011-2013

Keynote Capital is a hedge fund specializing in real estate opportunities. I was a part of the team tasked with designing all outbound marketing pieces and creating the company website. This role required in-depth research into our users, legal constraints, and the best design principles given our specific audience and the desired results. My time with Keynote sharply honed my critical thinking skills, my ability to put myself in the shoes of different stakeholders, as well as my ability to take initiative. Furthermore, my involvement with the fund fueled my passion for helping people while simultaneously generating quantitative value.

- Worked with an overseas team of developers to create a company website.
- Designed offers, notices of default and monthly statements.
- Applying a user-first approach, the outbound marketing achieved an unparalleled borrower-response rate, 4x the industry standard.

MARKETING AND SALES LEAD
Dan Encell's team at Berkshire Hathaway HomeServices // 2010-2011

My time at Berkshire Hathaway entailed working on Dan Encell's team helping sell over \$74M in high-end real estate. During this time I advanced our team's technology efforts, improved our seller and buyer experiences through streamlining systems, designed all marketing pieces for both analog and digital channels, hired, trained & managed the team, oversaw transactions and optimized work flow to ensure smooth and successful experiences for our team and our clients.

- Managed the website DanEncell.com
- Managed all online advertising for properties
- Designed all email marketing campaigns
- Designed on online project management system using Basecamp to manage team
- Hired and trained 3 employees and wrote an 80 page employee training handbook