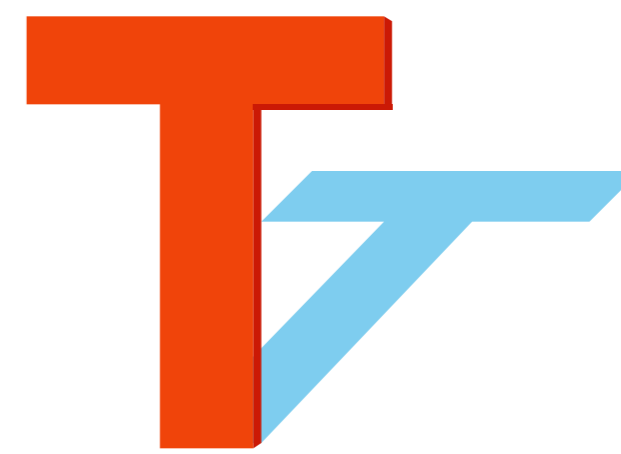


Bio Hello there, I'm a UX Designer.
I've got: heart, creative chops,
and the technical know-how
to make it work.

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Tori Reed's Resume



Experience

● UX Designer - Healthfirst 07.17 - 11.19

Collaborated in an agile workflow with subject matter experts and external development team to redesign Healthfirst's provider portal. Worked with internal design and development teams on the complete overhaul of Healthfirst's corporate website. Work included: user research, wireframe creation, style guide creation, usability testing, development hand-off, and QA.

● UX Consultant - Full Bleed Printing 03.17 - 06.17

Worked with full-service print production company that serves both Fortune 500 companies and local artists. Utilized stakeholder interviews and competitive research to address their digital and brand concerns.

● UX Consultant - The ANDI Brand 01.17 - 02.17

Redesigned the website of a national handbag company. Their multi-functional products can be found at Equinox locations throughout the United States. Work included: unifying their brand message, aiding customer understanding of this message, implementing e-commerce standards, and supporting ease of conversion.

● User Experience Design Immersive - General Assembly 11.16 - 02.17

Produced 5 two-week long UX projects in team environments. Our work spanned: feature additions, product design, app design, and retail optimization. Research methods included: contextual inquiry, heuristic analysis of comparative and competitive companies, card sorting (information architecture), surveys, user interviews, and usability testing.

● Graphic Designer - Freelance 09.15 - 11.16

My design projects ran the gamut of digital fitness magazines to documents that would be distributed to members of congress. I created logos for non-profits and laid out reports for healthcare companies. The bulk of my work was designing interactive iPad experiences for gala events.

● Graphic Designer - Acolyte LED 09.14 - 09.15

Acolyte is an integrated lighting solutions company. With a fairly compact design team, I was able to work on everything from managing the website's back-end, creating monthly emails, writing content, to designing the vitals for print initiatives. I additionally wrote and designed their product guide.

Research Activities

- User Research
- Persona Creation
- Heuristic Analysis
- Card Sorting
- Survey usage
- Google Analytics analysis
- Usability Testing
- Heatmapping

Design Tools

- Sketch
- InVision
- SessionCam
- UserTesting
- Qualtrics
- InDesign
- Illustrator
- Photoshop
- AfterEffects
- PowerPoint
- familiarity with HTML and CSS

Education

● General Assembly

UX Design Certificate

● Shillington School

Graphic Design Certificate

● University of Vermont

BA in Psychology, minor in English