Experience

IA/UX Designer

05.22 - 05.23

- Marriott Vacations Worldwide

Responsible for crafting user experience across 5 websites, including owner portal web applications for Marriott Vacations Worldwide. UX work: mapping out user journeys, information architecture updates, managing full end-to-end user experience from first notification to confirmation emails. Team work: collaborating with copywriters, visual designers (including compliance efforts), and providing documentation for agile development teams.

UX Designer - Spirion

04.20 - 08.20

Owned self-service learning platform for data discovery, persistent classification, and behavior software company. Created scaffolding to empower users and establish software's value. Collaborated with internal subject matter experts and development team to understand the product's complexities and boundaries. Work included: legal, technical, and psychological research.

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 11.16 - 02.17 General Assembly

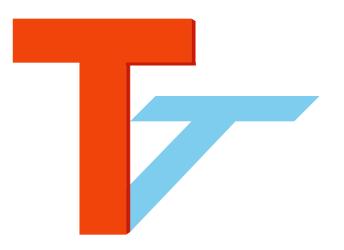
Produced 5 two-week long UX projects in team environments. Our work spanned: feature additions, product design, app design, and retail optimization. Research methods included: contextual inquiry, heuristic analysis of comparative and competitive companies, card sorting (information architecture), surveys,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

Graphic Designer - Freelance

09.14 - 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.

Tori Reed's Resume



Skills

- Working Across Teams
- Managing Ambiguous Tasks
- Learning New Software
- Managing Last-Minute Pivots
- Working in High-Stress Situations
- Understanding and Balancing Needs of Business and Clients

Tools

- Sketch
- Adobe XD
- Figma
- Axure

Education

General Assembly

UX Design Certificate

Shillington School

Graphic Design Certificate

University of Vermont

BA in Psychology