

AUDREY POWELL | User Experience Designer

I'm a people-first UX designer who shines during concept ideation and thrives under deadlines. I delight in combining my knowledge of the user with data and business needs to simplify how things work - all while having the most organized Figma files you've ever seen.

EXPERIENCE

User Experience Designer + User Interface Designer | Scentsy | April 2022 - present

- Led a complete overhaul of the Scentsy website rooted in simplicity and industry standards
- Designed a rewards link dashboard by segmenting end goal into phased deliverables
- Integrated a subscription feature blending research, data analysis, and business rules
- Drove repeat e-commerce orders with on-site order tracking resulting in increased revenue
- Facilitated focus groups and usability tests to validate hypotheses, designs, and prototypes

User Interface Designer | RIAFOX | March 2021 - April 2022

- Designed a branding guideline document to steer design direction of project
- Produced working prototypes in Figma to present to team, clients, and guide developers
- Validated bi-weekly milestones via self-led stakeholder presentations
- Integrated feedback from client, developers, project managers, and mentors

Graphics + Design Associate | Brilliance | May 2018 – June 2019 + June 2020 - Current

- Designed and updated packaging as product specifications and brand guidelines change
- Partnered daily with overseas manufacturers to create packaging and problem solve
- Crafted flyers and marketing materials to aid day-to-day marketing initiatives
- Authored newsletters about new promotions and products for over 10,000 email subscribers
- Ideated and filmed instructional videos on app and product interaction
- Planned four conferences for all sales reps (lodging, catering, activities, and awards)

Product designer | Origami Owl | June 2019 — June 2020

- Collaborated with Warner Bros. and Disney stakeholders to design high-profile collections
- Responsible for product development from concept ideation to production
- Researched fashion and jewelry trends to conceptualize and create jewelry
- Created detailed technical drawings to send to overseas manufacturers
- Inspected product samples and ensured they met brand and technical standards

EDUCATION

Arizona State University | Barrett, The Honors college | 4.00 GPA

- Summa Cum Laude, Moeur Award Recipient
- Dean's List and Presidential Scholar, 8 semesters
- Bachelor of Science in Industrial Design
- Bachelor of Arts in Design Management
- Certificate in Marketing and Sales

SKILLS

Expertise: Figma, ideation, implementing feedback, concept presentation
Familiarity: Adobe Illustrator, Adobe Indesign, Solidworks, Keyshot, Microsoft Suite, Google Workspace, project management