

AUDREY POWELL

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USER EXPERIENCE DESIGNER

I'm a UX designer who combines research, data, and business strategy to create tested, 0-1 solutions for e-commerce and B2B platforms: converting 45 million visits into 180 million in revenue every year. I thrive in fast-paced environments as I partner with AI to untangle ambiguous problems into structured deliverables.

EXPERIENCE

Scentsy, Inc.

User Experience Designer II

April 2022 - Present

- Researched, designed, and shipped the Rewards Link portal from zero by phasing a consultant-mediated workaround into a self-serve customer experience. Drove 104,000+ unique visitors with a 2.99% bounce rate (13-18x below site average), and an average page depth of 12 which reflects the highest engagement of any feature on the platform.
- Led a rebrand and overhaul of scentsy.com in 8 months rooted in industry standards and best practice which stabilized a 66.5% year-over-year traffic decline to just 7.2% while growing unique visitors 4.7% and increasing time on site 5.6% (971s → 1,025s) - outperforming broader business trends.
- Created an order tracking page; visits including this page converted 65% above site average and were associated with \$688K in revenue (12 mo.)
- Architected and built a 130+ component design system (1,200+ variants) for scentsy.com's e-commerce experience that has been adopted as the single source of truth by the entire UX team, with recent expansion into the B2B platform (Workstation).
- Designed an "Add to subscription" entry point on product detail pages resulting in 17k+ unique visitors initiating a subscription
- Validated designs through 12 nationwide focus groups and 100+ usability tests with high-fidelity prototypes, surfacing critical user behavior insights that directly shaped final product decisions.

Riafox, Inc.

User Experience Designer + User Interface Designer

March 2021 - April 2022

- Architected comprehensive brand guidelines and high-fidelity Figma prototypes that defined the design and development handoff for fully custom, multi-page websites across multiple clients.
- Validated bi-weekly milestones through stakeholder presentations, incorporating feedback from clients, developers, and project managers.

Brilliance LED, LLC

Graphics + Design Associate

May 2018 - 2019, June 2020 - March 2022

- Designed and iterated on product packaging in daily collaboration with overseas manufacturers, aligning with evolving specifications and brand guidelines.
- Independently produced marketing materials like flyers, a newsletter to 10,000+ subscribers, and 32 instructional videos to support and enable the salesforce.
- Orchestrated four end-to-end sales conferences, managing all logistics including lodging, catering, programming, and awards.

Origami Owl, LLC (Think Goodness)

Product Designer

June 2019 - June 2020

- Partnered with Warner Bros. and Disney stakeholders to develop top-selling licensed collections.
- Conducted trend research across fashion and jewelry markets to drive original concepts from ideation through full production.
- Produced precise technical drawings to establish quality benchmarks and guide sample inspection.

EDUCATION

Arizona State University | Barrett, The Honors College

August 2015 - May 2019

Bachelor of Science - Industrial Design

Bachelor of Arts - Design Studies, emphasis in Design Management

Certificate in Marketing and Sales

Academic achievements

- 4.00 GPA, Summa Cum Laude
- Dean's List and Presidential Scholar, 8/8 semesters
- Moeur Award Recipient - presented to the top 28 of 1,000+ students in Herberger College of Design

SKILLS

AI: AI-assisted UX Design (Claude, Gemini), Generative AI for Design, prompt engineering, AI-augmented design workflows

UX: e-commerce UX design, conversion rate optimization, B2B SaaS UX Design, UX strategy, mobile-first design, accessibility (WCAG 2.2), concept ideation, user testing, user journey mapping, interaction design

Research: focus groups, data-driven design, usability testing, A/B testing

Prototyping: wireframes to high fidelity prototypes

Product Design: design thinking, sketching, customer research, ergonomics, 3D modeling, rendering

Tools: Figma, Hotjar, Qualtrics, Adobe Suite, Solidworks, Keyshot, Microsoft Suite, Google Workspace, Wix

Other: cross-functional collaboration (with program managers, software developers, technical systems analysts), focus group facilitation, stakeholder presentations, public speaking