

Vanessa Cartwright

Senior Product Designer | UX | UI

I improve the lives of users through design by leveraging my knowledge, empathy, technical expertise, and a passion for accessibility.

Experience

Senior Product Designer @ CertifID Oct 2023 – Present

- Designed multiple integrations for partner software platforms
- Led workshops and created persona library
- Mentored designers on team
- Worked cross-departmentally to improve team efficiency with admin tasks
- Led brand refresh

Senior UI Designer @ S&P Global Aug 2021 – May 2023

- Designed document ingestion workflow for data lake integration
- Designed and implemented a custom design system
- Worked with PMs and stakeholders to shape product strategy
- Partnered with developers to launch custom data visualizations
- Developed workflows and personas to support user goals.

Senior UX Designer @ RentRedi (freelance) Jun 2022 – Apr 2023

- Spearheaded a project to customize and implement a design system
- Improved existing layouts and experiences
- Worked with PMs and leadership to help identify quick wins
- Provided design strategies for longer-term initiatives
- Created and implemented marketing pages via WordPress

Senior UX Designer @ Clair (contract) Feb 2022 – Aug 2023

- Improved on boarding of channel partner users by 6%
- Pitched integrations with new potential partners
- Conducted on-site research and usability sessions
- Improved accessibility of app and site via design system components

Senior UI/UX Designer @ Authentek Aug 2020 – Jan 2022

- Ensured adherence to Section 508 and W3C WCAG 2.0 guidelines
- Created, implemented, and managed design system and persona library
- Identified drop-off points leading to a 14% reduction in mobile bounce
- Managed A/B testing and user testing programs

Lead UX/UI Designer @ Authentek Aug 2018 – Aug 2020

- Redesigned app dashboard leading to a 4% reduction in churn
- Launched a new B2B product focusing on schools
- Helped bring national attention to on-line predation facing children

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Skills

Wireframing
High fidelity mockups
Enhanced prototyping
User testing
End-to-end workflow design
UX research
Design system creation
UI Kit creation/management
Front end development
Graphic Design
Stakeholder management
Large scale presentations

Tools

Figma ●●●●●●
Sketch ●●●●●●
XD ●●●●●●
Design Systems ●●●●●●
Storybook ●●●●●
HTML/CSS ●●●●●
Javascript ●●●●
React ●●●●
Vue ●●●●
Photoshop ●●●●●●
Illustrator ●●●●●●
InDesign ●●●●●●
After Effects ●●●●●●
Git Hub ●●●●
WordPress ●●●●