

VANESSA WYCKOFF

UX/UI DESIGNER & DIGITAL CREATOR

vanessarose.design

PROFILE

Experienced Designer with a demonstrated history of working in a multitude of industries. Skilled UI/UX, web design, managing content and page layout. In my free time I volunteer with Younglife and coach high school soccer. I believe the fastest way to succeed as a team, community or even a business partner is to empower those around you.

CONTACT

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EXPERIENCE

SR. UX DESIGNER | CORTEVA AGRISCIENCE

NOV 2022 - JAN 2023

With the given leadership role, I transformed business concepts into user flows, wireframes, mockups, and prototypes, resulting in seamless and user-friendly experiences. I advanced the product vision by conducting user research and testing digital product experiences. By pinpointing design issues, I implemented solution-oriented adjustments to the prototypes, ultimately enhancing the overall user experience.

SR. DESIGNER | VINCERO COLLECTIVE

SEPT 2021 - NOV 2022

In my role as the lead designer, I oversaw the work of a one junior designer and took charge of all significant projects. This encompassed the creation and design of physical products, crafting pitch decks for influential figures, shaping website UI/UX, developing motion graphics, conceptualizing new advertising ideas, and designing a catalog distributed to hundreds of thousands of households.

FREELANCE: UI/UX, BRAND, MARKETING & STRATEGY

MAR. 2020 - PRESENT

I've assisted numerous freelance clients spanning various fields, including the NBA, NFL, investment firms, wineries, and the music industry. I formulate tailored strategies to align with and propel their business objectives. By spearheading meetings, fostering connections between businesses, and handling the marketing and website development for these clients, I've cultivated a community of success stories.

UI/UX DESIGNER | CHURCHOME

JAN. 2017 - MAR. 2020

As the primary UI/UX designer for the successful launch of a \$10,000,000 app, I crafted promotional content that reached audiences in over 100 countries, amassing 10 million views across more than 300 pieces of visual and audio content. Through strategic advertising efforts for "Guided Prayers" featuring Justin Bieber, the campaign garnered over 50 million views and resulted in thousands of app downloads.

- ▼ Managed all website content marketing strategies and all new page creation.
- ▼ Creating event graphics, department brands and print materials.
- ▼ Implemented email campaigns for departments through Mailchimp.
- ▼ Initiated and created an Alexa skill for holiday campaign.

UI/UX DESIGNER | TAGBOARD

NOV. 2015 - AUG. 2016

Highlight: Collaborated on a project in partnership with Snapchat to develop a unique Snapchat filter, marking the platform's first unlockable filter. Additionally, I collaborated with the UFC to design customized displays for the tagboard in the arena, the LED screen outside the venue, and in the locker rooms of the fighters.

- ▼ Custom coding social media displays to individual clients requests.
- ▼ Creating custom assets for customer displays.
- ▼ Implementing updated UI/UX throughout the website.

UI/UX DESIGNER | MICROSOFT (CONTRACT)

MAY. 2015 - AUG. 2016

Highlight: The only junior designer who had the opportunity to present designs to the VP of the project. It was noticed that I learned quickly how individuals communicate adjusting my presentation style accordingly.

- ▼ Worked on designing product features with product managers and devs.
- ▼ Began mobile UI/UX from the beginning of its creation in the app process.
- ▼ Very rapid style of designing while exploring possible solutions to problems.
- ▼ Creating and presenting to VP of project for design approval.

EDUCATION

ART INSTITUTE OF SEATTLE

Web Design & Multimedia

2012 - 2014

SKILLS

Adobe Creative Cloud
Journey Map/Work Flow
Wireframing/Prototyping
Website, UI/UX Design
Brand Creation & Graphics
Interactive Media
Art Direction/Management
Image Selection & Photoshop
Content Management
Marketing Strategies
HTML/CSS

REFERENCES

Andrea Franklin | Manager

Lead Product Designer at Corteva
515-473-8843

Lauren Thompson | Manager

Content Marketing Director
524-628-8124

Judah Huffman | Coworker

Director of Social
425-305-1844

Dion Ferrell | Freelance

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