

# VANESSA WYCKOFF

UX/UI DESIGNER & DIGITAL CREATOR

www.vanessarose.design

## PROFILE

With ten years of UI/UX design experience, I bring a versatile skill set and a strategic approach to creating seamless digital experiences. My expertise spans UI/UX, user research, wireframing, prototyping, and front-end development. Allowing me to adapt to diverse challenges across industries. With a solutions-oriented mindset I enjoy transforming complex problems into intuitive designs, driving innovation and elevating user engagement.

## CONTACT

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## EXPERIENCE

### SR. DESIGNER & UI/UX SPECIALIST | NEW STANDARD JAN 2024 - PRESENT

Elevating the standard of community connection through impactful storytelling, shaping brands like AG1, BYLT, Sand Cloud, True Classic, and more. With a strong foundation in UI/UX, I focus on enhancing the user journey across e-commerce platforms, optimizing landing pages to improve conversion rates and maximize revenue.

### SR. UI/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.

### UI/UX DESIGNER | CHURCHHOME 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. Clients included: Seattle Mariners, Seattle Seahawks, San Francisco 49ers, Chicago Red Bulls, Minnesota Vikings, Chloe Kardashian's "Cocktails with Chloe", and The Baltimore Ravens.
- ▼ 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.

- ▼ Creating and presenting to VP of project for design approval.
- ▼ 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.

## 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

### Daniel Guerra | Manager

Marketing & Art Director  
524-628-8124

### Judah Huffman | Coworker

Director of Social  
425-305-1844

### Dion Ferrell | Freelance

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