

CHARLOTTE VICK

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UX/UI DESIGNER

Blend Technical and Creative Proficiency with User Empathy and Effective Communication

Proficient and self-motivated designer combines creative and responsive design with a deep understanding of user behavior and technology. Utilize core strengths to analyze complex problems, develop functional solutions, and solve user pain points while meeting business targets. Dedicated to maintaining current knowledge of emerging industry trends to adapt to evolving expectations and industry standards.

A collaborative and supportive team player who leads with curiosity. Establish clear communication channels, manage change, and maximize resources to meet client needs.

STRENGTHS AND EXPERTISE

User Research | Wire framing | Usability Testing | Prototyping | Figma | Color Theory | Omnigraffle
Competitive Analysis | Visual Design | Canva | Marvel | Organization | Problem Solving
Attention to Detail | Time Management

UX & UI PROJECTS

LinguaLeap

UX Design Project

The Challenge: Created the UX design for a new vocabulary learning application that's easy to use and that people enjoy using.

The Process: Started by best understanding competitor apps and their strengths/weaknesses, learned about existing app users for similar apps, and came up with design solutions.

The Goal: A native app with an intuitive design. My personal goal was to develop my UX design skills.

Vela

UX Design Project

Created the UX design for a weather app called Vela. Started with competitive analyses and went onto user personas, user flows, user journey maps, sitemaps, made low-mid fidelity wireframes, conducted usability tests, made changes to my designs based on what the participants had to say, and lastly made my high fidelity mockups for mobile. Succeeded in creating a weather app for anyone's needs and wants.

Study Together

UI Design Project

Was tasked with creating the UI design of a group study responsive website called Study Together. Started by making a mood board fitting the tone that I was aiming for (cool tones and softer fonts for stressed students), then made mid fidelity wireframes, created a style guide, high fidelity mockups, and a clickable mobile prototype.

PROFESSIONAL EXPERIENCE

Social Media Manager

2023 - present

Chase Harper USA

- Tasked with developing creative content ideas and adhering to copywriting guidelines.
- Come up with social media enhancement strategies, manage professional communication and come up with enriching aesthetic content.
- Continue to gain better engagement, have gained 15% more followers since starting and the account has more creative, aesthetic content in its feed.

Amazon E-Commerce

2022

Patio Paradise

- Figured out what products were doing well on Amazon without too much competition, with room for me to make a similar product.
- Found a good product candidate, made a beautiful Amazon listing, took professional photos for the listing, ordered supply, organized PPC campaigns, made sales.
- Made a fair number of sales and took the first step to establishing my new brand, Patio Paradise.

PREVIOUS RELATED EXPERIENCE

Retail

2016 - 2020

Ojai Olive Oil

- Was tasked with boxing up business orders for a busy holiday season.
- Had a lot of orders to fulfill and knew there was a lot to get done. Learned a lot about time management and about being precise but also quick with my work. Managed to get all of the products labeled and packed up for shipment each day of that busy December.
- Made my boss and the customers happy by sending out all of the orders before Christmas Day.

EDUCATION

UX Design Certificate

Careerfoundry

2023 - 2023

Studied UX design as well as UI and some coding basics.

Studied In College

Ventura College

2020 - 2021

Studied graphic design and psychology.