Delaney Reimers

UX Designer

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Professional Experience

UX Design Associate Instructor

General Assembly // Denver, CO // March 2020 - Present

• Teaching a class of full and part time students the UX design process from user research, wireframing, prototyping and usability testing, to ethical and accessible design, articulating design decisions, critiques and working with stakeholders.

Freelance UX & Graphic Designer

Various // Remote // February 2020 - Present

• Empathize with clients and their users to create the best solutions based on their needs

• Researched, designed and ideated on various projects from low to high fidelity wireframes, prototypes as well as info graphics, posters, invitations and games

• Utilized tools such as Sketch, inVision, Zeplin, Figma, and Adobe Creative Suite

Development Coordinator

Shiloh House // Littleton, CO // July 2016 - October 2019

• Promoted from Development Assistant to Coordinator in March 2017 as a result of expertise and taking on new responsibilities

• Responsible for graphic design, marketing, and content creation for the agency creating all of the agency marketing materials including event invitations and save the dates, social media content, blog posts, and fliers. Improved SEO and increased social media interaction

Projects

CFT: Website UX UI Design

• CFT is an analytics platform designed for the every day user to better understand their data from a variety of websites like Twitch

• Lead UX Designer on the team, designed low fidelity mockups, mid-fidelity prototypes, and am working on the high-fidelity prototype to take to investors

Rosehouse Botanicals: E-commerce Website Redesign

• Researched and synthesized how to design the best user-centered buying experience for Rosehouse Botanicals customers, followed e-commerce design patterns, developed user flows, wireframes, and a high-fidelity prototype in Sketch and inVision

Advocates for Children CASA: Client Project, Website redesign

• Researched and redesigned the website for CASA in order to engage potential volunteers and donors. Worked in a group of four, interviewed volunteers, conducted surveys, whiteboard wireframes, built a live wordpress website, and presented to stakeholders

Skills

Accessibility, Attention to Detail, Communication, Consulting, Content Development, Feature Prioritization, Graphic Design, InVision, Photoshop, Problem Solving, Project Management, Prototyping, Site Analytics, Sketch, Storytelling, UI Design, Usability Testing, UX Design, UX Research, Visual Design, Wireframing

Education

General Assembly - 2020 - User Experience Design Immersive, Certificate
General Assembly - 2019 - User Experience Design Part-Time, Certificate
University of Denver - 2016 - Bachelor of Arts: Criminology. Minors Emergent Digital Practices, Psychology