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|  | Stephanie OkelberryUI/UX Designer |

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|  | EducationBachelor's Degree, Baylor University, May 2012 — December 2016 |

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|  | Employment HistoryUI/ UX Lead Designer at Befitting EyewearMay 2022 — Present* Spearheaded the redesign of the brand's visual components of the website using Figma to develop wireframes, prototypes, and high-fidelity designs. This effort resulted in a 2.2x increase in user engagement, significantly improved user-friendliness, and a considerable boost in revenue from 5 to 6 figures
* Developed and maintained the design language and the visual, interaction, and accessibility style guides of the entire application suite using Figma, leading to a 30% improvement in design consistency and efficiency for both the designers and marketing team
* Lead the Design Process and Delivered expert-level UI design direction, ensuring alignment with business objectives and user needs
* Leading team's transition from XD to Figma converting over 50 primary components to enhance our design processes, and establish design standards, frameworks, and best practices
* Implemented UI design changes to enhance accessibility and navigation through layout and color scheme changes which reduced user error by 25%
* Work closely with designers, developers, engineering leads, and stakeholders to translate business goals and user needs into compelling product experiences
* Mentor junior designers in weekly one-on-one design concepts coaching sessions to provide feedback; improving team productivity by 50%

UI/UX Developer (Temporary) at HMG Creative, AustinJanuary 2022 — April 2022* Worked as a temporary employee but made such a significant impact that I received three letters of recommendation from senior developers.
* Designed and developed editable, custom Wordpress websites
* Developed sketches, wireframes, and wire flows from synthesizing data and presenting to clients to illustrate the improved website layout. This initiative led to a 23% enhancement in user experience navigation
* Managed projects from concept to completion with an emphasis on human-centered design, and proficient in content practices: strategy, SEO, visual design
* Responsibilities also include actively responded to client's feedback, client communication, consultation, and project management

Senior Website Developer at One Way SolutionsJune 2020 — August 2021* Conceptualized, designed, and developed Wordpress websites
* Managed a wide variety of cross-media projects involving branding, illustrations and UI design for startups and website migrations

Website & Brand Designer at Studio Brand CollectiveOctober 2019 — June 2020* Created and maintained various creative branding material for services including: Brand Identity, Social Media Marketing, Web Development, Inbound Marketing, and Email Marketing for various clients

UX/UI Frontend Designer at Sprinkler WarehouseJanuary 2018 — October 2019* Experience and proficient knowledge in E-Commerce Platforms: Magento
* Hands on experience with platform migration (Magneto) and with site relaunches (new URL structures, new designs, brand pivots)
* Website design, content implementation, maintenance, and / or adding products to an e-commerce website
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|  | Certification Hubspot SEO Certification  |

 |  | DetailsHouston, United States, (346)773-7720okelberrynoel@gmail.comLinks[My Portfolio](https://www.sokelberry.com/)[LinkedIn](https://www.linkedin.com/in/stephanieokelberry/)Skills

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| Adobe Photoshop |
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| Figma |
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| Adobe XD |
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| Adobe Illustrator |
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| Adobe After Effects |
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| Adobe InDesign |
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| Adobe Lightroom |
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| Magento |
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| Wireframes |
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| Wordpress Elementor |
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| Responsive and mobile design (iOS, Android) |
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| Sketch - UX Design |
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