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| |  |  | | --- | --- | |  | Stephanie Okelberry  UI/UX Designer | | |
| |  |  | | --- | --- | |  | EducationBachelor's Degree, Baylor University, May 2012 — December 2016 |  |  |  | | --- | --- | |  | Employment HistoryUI/ UX Lead Designer at Befitting Eyewear May 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, Austin January 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 Solutions June 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 Collective October 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 Warehouse January 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 |  |  |  | | --- | --- | |  | Certification Hubspot SEO Certification | |  | Details Houston, United States, (346)773-7720  [okelberrynoel@gmail.com](mailto:okelberrynoel@gmail.com) Links [My Portfolio](https://www.sokelberry.com/)  [LinkedIn](https://www.linkedin.com/in/stephanieokelberry/) Skills  |  |  | | --- | --- | | Adobe Photoshop | | |  |  |  |  |  | | --- | --- | | Figma | | |  |  |  |  |  | | --- | --- | | Adobe XD | | |  |  |  |  |  | | --- | --- | | Adobe Illustrator | | |  |  |  |  |  | | --- | --- | | Adobe After Effects | | |  |  |  |  |  | | --- | --- | | Adobe InDesign | | |  |  |  |  |  | | --- | --- | | Adobe Lightroom | | |  |  |  |  |  | | --- | --- | | Magento | | |  |  |  |  |  | | --- | --- | | Wireframes | | |  |  |  |  |  | | --- | --- | | Wordpress Elementor | | |  |  |  |  |  | | --- | --- | | Responsive and mobile design (iOS, Android) | | |  |  |  |  |  | | --- | --- | | Sketch - UX Design | | |  |  | |