Stephanie Okelberry
UI/UX Designer

🎓 Education

Bachelor's Degree, Baylor University
May 2012 — December 2016

💼 Employment History

UI/ 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

Details

Houston
United States
(346)773-7720
okelberrynoel@gmail.com

Links

My Portfolio
LinkedIn

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

- 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