vanessa donley

visual. ux. ui. **designer.**

OVERVIEW

Seasoned UX/UI Designer with 12+ years of expertise, specializing in elevating user experience and digital engagement for global brands and agencies. Proficient in Figma, I've led transformative projects that significantly enhanced user engagement and satisfaction. My agency background underscores my ability to thrive in fast-paced collaborative settings, delivering client-centric solutions.

EXPERIENCE HIGHLIGHTS.

Lead UX Designer, Rightpoint, Remote - Contract   Nov 2017– Sep 2023

- Spearheaded UX overhaul for **Aero Alliance**, enhancing user satisfaction and workflow efficiency by conducting comprehensive user research and employing Figma to develop intuitive dashboards and workflow tools, directly contributing to improved patient engagement and aligning with strategic goals. Managed a small team of designers and developers to deploy a redesigned user interface by aligning with strategic goals outlined by stakeholders. Significantly reduced error reporting and trouble tickets.

- Led a comprehensive intranet visual redesign for **Intermountain Health**, optimizing user flow and information architecture, and implementing a new custom design system in SharePoint, which significantly increased the findability of essential resources.

- Collaborated closely with developers and product managers, ensuring seamless implementation of UX/UI solutions across projects; conducted usability tests to validate design decisions, resulting in increased user satisfaction and engagement.

- Collaborated in an agile team to design and build a comprehensive library of UX features and tools for **Exelon**, **United Airlines**, **Johnson Controls**, & **JPMorgan**, employing Figma to ensure seamless integration across platforms. Significantly enhanced user engagement by aligning with strategic goals.

Design Lead (Visual & UX), Jack Morton, Remote - Contract   Oct 2019 – Nov 2022

- Led the UX design for **Google Cloud's** 2022 Sales Conference, creating wireframes and interfaces on Eventfinity across 32 cities, which enhanced networking opportunities and leadership interaction, resulting in an increase in attendee engagement, by employing Figma for design consistency.

- Spearheaded the UX overhaul for **Illumina** Genomics Forum, introducing a new event identity and virtual format adaptation due to the Omicron variant, which boosted user satisfaction and engagement through close collaboration with cross-functional teams and iterative usability testing.

- Orchestrated cohesive global activations for high-profile clients, leveraging Sketch & Figma to ensure seamless functionality and engaging content, directly contributing to strategic objectives alignment.

Visual Designer (UI), Critical Mass, Remote - Contract   Jun 2021 – Oct 2021

- Contributed to reimagining brand design, enhancing user engagement, and design consistency across digital channels for **Ethicon** and **Harley Davidson**.

Product Designer, Avia Health, Remote - Contract   May 2022 – Sept 2022

- Researched and introduced innovative UI controls and visual content for a digital health software marketplace, enhancing the platform's usability and aesthetic appeal.
- Designed a comprehensive rating system in Figma, integrating it into the design system component library, which streamlined the evaluation and selection process for digital health companies and solutions, potentially increasing user satisfaction.
- Collaborated with cross-functional teams to test and refine UI enhancements, ensuring alignment with user needs and strategic objectives.
- Trained and mentored team junior members, fostering professional development and growth.

Associate Creative Director, Razorfish, Chicago, Contract   Jul 2016 – Jan 2017

- Collaborated with a creative team to design strategic, on-brand web campaigns for **MeoxMix** & **Smuckers**, employing Photoshop & Sketch to ensure design consistency and innovation, which significantly enhanced brand engagement and loyalty.

Senior Interactive Art Director, R/GA**,** Chicago, Contract   Jan 2014 – May 2015

- Served as a creative lead, defining and designing engaging microsites for national campaigns, enhancing brand visibility and user engagement.

Senior Interactive Art Director, Digitas, Chicago, Fulltime   Jan 2011 – Sep 2013

- Founding member of the **BrandLive team**, pioneering digital marketing and social media strategies that propelled **Sprint** to the forefront of digital engagement, achieving a significant uplift in brand presence and engagement across digital platforms by leveraging real-time content on social networks.
- Demonstrated exceptional leadership and agency experience by orchestrating pitching and leading design projects for **Proctor & Gamble**, feminine care brand, Always & Tampax

significantly improving brand engagement and presence on digital platforms, directly contributing to strategic objectives alignment.

- Contributed to the creative pitch and design for the **eBay** Thanks You brand campaign, achieving 1Mvideo views, 9.7K social mentions, and 6K user-generated stories via Twitter, which was awarded a **Bronze Clio** for Branded Entertainment, showcasing the ability to drive substantial digital engagement.

EDUCATION

Bradley University, Peoria, IL
Bachelor of Art,Major in Graphic Design with a Minor in Multimedia, Sum Cum Laude

TECH STACK

Design & Prototyping: Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, InDesign)

User Research & Testing: Hotjar, Maze, Userlytics, Typeform

Collaboration & Project Management: Slack, Microsoft Teams, Jira, Miro

Presentation & Documentation: Microsoft Office Suite, Google Workspace, Apple Keynote

Agile Methodologies: Scrum, Kanban, Sprint planning

Version Control & Handoff: Zeplin, Abstract

CLIENT & BRANDS

Illumina Genomics, GE Aero Alliance, Avia Health, Intermountain Health, Takeda Pharmaceuticals, Johnson & Johnson - Ethicon, Dow Chemical, AT&T, Sprint, StateFarm, JPMorgan, BankersLife, Exelon, Nike, eBay, Google, United Airlines, USA Networks, Procter & Gamble, Harley-Davidson, Kraft Foods, USA Networks, and Chicago Magazine.

AGENCY CONTRACTS

Razorfish, Rightpoint, Digitas, Critical Mass, Jack Morton, Abelson Taylor, R/GA, Ogilvy, VSA Partners, McGarry Bowen, Blast Radius, Energy BBDO, Tribal DDB, and JWT.

SOFT SKILLS

Design Process

- Provide effective processes and communication to empower stakeholders to embrace user-centered design.

- Conducted qualitative and quantitative research and built wireframes, prototypes, and final visual assets.

- Nurture content strategies, brainstorms, and motivate team members.

- Build a visual design system & asset management framework

Agency Born

- Highly adaptable team player that can embrace change (without hard feelings)

- Enthusiastic & flexible "can-do" attitude and the ability to work in a highly technical environment and under pressure.

- Proven ability to work in a fast-paced environment with shifting priorities while managing tactical deliverables and meeting deadlines.

Effective Collaborator

- Ability to maintain strong rapport with teammates and stakeholders across multiple business groups.

- Mentor junior designers and front-end development teams on user-centered design methodologies and best practices.

Digital Veteran

- Regulatory compliance experience for WCAG, HIPPA, GDPR, CCPA, and other requirements.

- Strong understanding of accessibility guidelines and principles (WCAG) to ensure designs are inclusive and accessible for all users.