

# Stephenie Rogers

## UIUX Designer



Collaborative, empathetic, relationship-focused and curious UIUX designer with extensive experience in research and development, graphic design, and military service. Recently completed the UIUX Professional Certificate program through University of Wisconsin – Madison. Developing skills in research, information architecture, wireframing, prototyping, and visual communication.

## Education

### University of Wisconsin-Madison, UI/UX Design Professional Certificate (Thrive DX)

March 2022 – January 2023

UI Design Essentials, User Centered Design Principles, UX Research Techniques & Deliverables, Mid & High-Fidelity Prototyping, Usability Testing, & Basic Front End Development

### US Army Advanced Individual Training, COMSEC Repair Technician

Fort Gordon, GA May 2009 – November 2009

### US Army Basic Training

Fort Jackson, SC March 2009 – May 2009

### Kirkwood Community College, AAS Culinary Arts & AAS Restaurant Management

Cedar Rapids, IA August 2003 – May 2006

## Professional Experience

### Freelance UIUX Designer, Cedar Rapids, IA

September 2022 – Present

#### Clients: Clinic of Electrology & Laser, Washington High School PPA

- Conduct brand evaluations, competitor analyses, user research, & create related deliverables.
- Develop and launch websites using WordPress by designing low & mid fidelity wireframes, sourcing imagery, UX writing, and prototyping.
- Create branding materials including logo, writing copy, establishing brand guidelines.
- Provide website maintenance and updates, as needed.
- Tools Used: Adobe Illustrator, Adobe Photoshop, Figma, Wordpress, & Elementor Pro.

### Professional Development | Full-Time Caregiver

September 2016 – March 2022

- Professional development toward UIUX career goals through the University of Wisconsin – Madison.
- Provided attention and care to 3 children scheduling and attending medical appointments, introducing early education, researching brain development, psychology, and emotional intelligence..
- Maintained a healthy and safe household.

### Marketing Manager, AMTek, Cedar Rapids, IA

May 2013 – September 2016

- Worked with a developer to design and create an internal application to track serialized inventory through its life cycle; this included defining every potential user flow and completing extensive usability testing prior to implementation.
- Created print, digital, and video marketing materials utilizing Quark, Adobe InDesign, Photoshop, and Premiere Pro.
- Handled numerous other responsibilities including lab research and reports, HR assistance, and AP/AR and payroll.

### Transamerica, Cedar Rapids, IA – Client Consultant | Registered Representative

US Army National Guard, Iowa – COMSEC Repair Technician | OEF Veteran – Afghanistan | TS/SCI Clearance (inactive)

Cedar Rapids, IA

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### Tool Kit

Figma

Adobe Creative Suite

Illustrator

Photoshop

InDesign

Premiere Pro

WordPress

Elementor

Office 365

Slack

Google Suite

QuickBooks

### Skills

Wireframes

Mockups

Prototypes

User Research

User Flows

Journey Maps

Personas

Design Systems

UX Writing

Logo Development

### People Skills

Empathy

Problem Solving

Active Listening

Communication

Collaboration

Relationship Building

# Project Experience

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## **Design for Good – Concept Project**

**December 2022**

End to end design process, involving small team collaboration and individual work, answering the question “How might we help reduce household food waste?”

- Conducted user interviews to identify pain points and gain deeper understanding of household food waste. Affinity mapping, personas, and competitive analysis were created to inform group decisions on application functionality and features .
- Created individual low and mid-fidelity wireframes of a singular user flow for the conceptual application as well as a mid-fidelity prototype using Figma.
- Completed user testing of mid-fidelity prototype to evaluate functionality and intuitive design, iterated based on feedback, and completed high-fidelity mockups and prototype using Figma, Illustrator, & Photoshop.

## **Visual Rebrand & UI Refresh – Concept Project**

**September 2022**

Rebrand and refresh the UI for an existing non-profit to help increase donations.

- Created a logo, style guide, a set of social media posts, a poster series, and a mini-zine as part of the rebranding of the non-profit using Figma, Illustrator, In-Design, and Photoshop.
- Designed three mockups: a desktop view of the responsive homepage, a mobile view of the responsive homepage, and the landing screen of a conceptual native application. Created 5 unique components for use within the three mockups.

# Volunteer Work

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## **Washington High School Band, Parent Volunteer Coordinator – Volunteer Position**

**July 2019 – June 2020**

- Recruited, organized, and trained parent volunteers.
- Generated a weekly band newsletter for all band parents. Used UX writing skills to organize information tailoring to the audience’s needs to ensure all information was easily accessible and consumable. This helped our events run more smoothly and helped us to fill volunteer shifts.

## **Patrons of the Performing Arts at WHS, Treasurer – Volunteer Position**

**July 2018 – June 2020**

- Oversaw the organization’s financial administration which included generating financial reports, handling all banking, bookkeeping, and record keeping, along with delivering the treasurer’s report at monthly board meetings.
- Recruited, organized, and trained volunteers for each fundraising event resulting in two highly successful fundraising years that generated near-record level donations to the high school.