DARIA L. VANDER MAY

UX | UI Product Designer

SUMMARY

Over 4 years of professional experience conducting UX research and designing interactive end-to-end user flows. I have cultivated skills that assess the desires customers seek while ensuring they have a seamless time using a product.

SKILLS

UX

Wireframing	Persona Generation	Empathy Mapping
Prototyping	Data Analysis	Data Visualization
Heuristic Evaluation	Market Analysis	Brand Content Creation
Usability Testing	User Recruitment	Problem Definition
User Interviewing	Information Architecture	Feature Analysis

Software

Figma	Marvel	Confluence
Sketch	Adobe Creative Suite	Google Suite
Wordpress		CSS
InVision	Jira	HTML5
Salesforce	Zeplin	Javascript

EXPERIENCE

Jan. 2020- Jan. 2023

Martindale Legal Marketing Network

UX | UI Product Designer   New Providence, NJ/Remote

Designed responsive interactive experiences for a legal design agency.

- Used user research, persona development, and information architecture design to create wireframes for legal marketing clients
- Conducted user testing to refine specific features within theme options available for Martindale legal clients
- Worked directly with the product owner and developers to improve usability interaction for our CMS system WebManager and decreased time on task by 80% and IT assistance by 35%
- Assisted in the product roadmap and met 90% of all feature deadlines by proactively identifying and mitigating engineering roadblocks using Figma, Jira, and Confluence
- Worked directly with the development team to build custom wireframes for Martindale legal clients, Internet Brand theme creation for both the health and legal divisions, and the implementation of product line engineering (PLE) Core 2.0 module updates
- Conducted a full user research process before creating a customized child support and maintenance calculator which has led to an 150% increase in site traffic for one of our legal clients
- Worked directly with the head product designer and developers to improve usability interaction for our CMS system WebManager

Jan. 2019- Jan. 2020

Urban Emu

UX | UI Designer   Manasquan, NJ/Remote

Implemented a user experience research process in order to build, maintain, and improve various client websites for a design agency

- Used surveying, user research, site maps, user flows, wireframes, prototypes, and information architecture design to aid in responsive web & mobile app creation
- Conducted user testing to understand user paths within content dense websites such as Nutrition Evidence Systematic Reviews (NESR.usda.gov)
- Participated in workshops which focused on the information architecture of the Nutrition Evidence Systematic Reviews
- Worked directly with an agile development team when prototyping in order to aid in user flow visualization and fix bugs

Aug. 2018- Oct. 2018

North Star Needle Company

UX Consultant | Lead Designer   Manhattan, NY

Developed a user experience research process in order to build both ends of a b2b website.

- Conducted user testing with both fashion designers and fashion producers in order to create personas

- Conducted two rounds of usability testing, first on low-fidelity prototypes then on high fidelity prototypes, on both designer and producer prototypes
- Created user flow maps in order to make adjustments to prototypes based on usability research
- Built wireframes for both designer and producer portals

Aug. 2017- Oct. 2017

House of Lucky

Creative Intern   Lavallette, NJ

Assisted their branding, social media, and e-commerce director with her daily tasks, such as maintaining and updating HOL's online presence

- Website and design duties included uploading products, such as product photography, product descriptions, and managing color swatches
- Website graphics included designing new banners and new collections
- Buying duties consisted of product creation in Lightspeed as well as managing product orders and updating the product order log
- Researched fashion trends and scouted new lines
- Social media content creation, follower interaction and acquisition, as well as post planning

EDUCATION

Aug. 2018- Oct. 2018

User Experience Design Immersive Program by General Assembly

Student   Manhattan, NY

800+ hours and over 10 weeks of professional training in UX, focusing on industry best practices. 6 projects were completed in this course

- Worked individually and collaboratively in an agile structure to develop prototypes for the following projects:
  - Sierra Club: a complete website redesign for an environmentalist organization.
  - The Real App: a mobile online shopping application.
  - North Star Needle Co.: a complete website build for a platform that connects emerging fashion designers with small batch clothing producers.

Jan. 2015- May 2018

Muhlenberg College

Student   Allentown, PA

B.A. Business Administration, Marketing

Market Researcher

Conducted research for the Alumni Department in order to identify alumni giving trends. The insights for improvement were gained through conducting interviews and assessing the information from the Advancement Department's database of alumni listing. I took these insights and articulated them into improvements for the Alumni department, specifically pertaining to Performing Arts Alumni's capacity and propensity to give.

Business Senior Research Poster Session Assignment 3rd Place issued by Accounting, Business, Economics, and Finance Department Faculty

This assignment consisted of reporting on research conducted on social media business models, such as Facebook and Twitter, and the ethical issues these models present. The strategies that these social media companies are beginning to implement in order to comply with ethical standards, in relation to data use and sharing, were also discussed.