CARLY ADDISON

CONTACT

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www.carlyjaddison.com

SKILLS

Wireframing + Prototyping

Usability Testing

User Interviews

Stakeholder Interviews

Research Insights

Journey Mapping

User Flows

Design Thinking

Data-Driven Design

A/B Testing

Mobile + Responsive Design

Information Architecture

Heuristic Evaluation

Competitive Audit

QA Testing

Design Systems

Influence + Persuasion

SOFTWARE + TOOLS

Figma

Sketch

Invision

Adobe Creative Suite

UserZoom

Quantum Metric

Google Analytics

Adobe Analytics

Jira

PROGRAMS + VOLUNTEERING

Williams-Sonoma, Inc. Advisor Program

New York Cares Volunteer

EXPERIENCE

West Elm + WSI   September 2020 - Present
User Experience Designer
Identify user pain points through user interviews and VOC feedback; use identified pain points, UX best-practices and stakeholder interviews to create multi-device, best-in-class experiences.

Something Navy   June 2020 - September 2020
User Experience Designer
Used user research, analytics and screen recordings to inform site optimization and new features such as product reviews.

Brideside   September 2019 - June 2020
UX Design Contractor
Navigation and feature optimization on bridal eCommerce site through user interviews and usability testing.

Wiley Publishing   September 2019 - June 2020
UX Design Contractor
Website re-design incorporating UX best practices and research found through user interviews, heuristic evaluation, competitive analysis and information architecture methods.

Indagare Travel   February 2018 - April 2019
Senior Digital Designer
As the sole designer, I worked alongside the marketing and development teams to redesign several landing pages, while keeping UX design best practices in mind.

EDUCATION

General Assembly   Graduated July 2019
User Experience Design Immersive, Certificate
Full-time, immersive bootcamp

Edgewood College   Graduated December 2014
Bachelor of Arts
Major in Graphic Design, Minor in Web Design