




CONTACT ME

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AddisonViener 

ADDISON VIENER

RELEVANT SKILLS

UI/UX RESEARCH

Mind Mapping
Usability Testing
Affinity Mapping
Heuristics Testing
Needs Identification

UI/UX DESIGN

Wireframes
Story Boarding
Interaction Design
Personas & Scenario
Layout Optimization
High Fidelity Prototypes
Customer Journey Mapping
Search Engine Optimization

ART

Drawing
Typography
Photography
Visual Design
Graphic Design
Creative Problem Solving

ENTREPRENEURSHIP

Market Research
Customer Discovery
Competitive Analysis
Business Model Canvas
Minimum Viable Products
Lean Startup Methodology

DESIGN SOFTWARE

ADOBE ILLUSTRATOR

ADOBE XD

ADOBE PHOTOSHOP

ADOBE INDESIGN

FINAL CUT PRO

SKETCH

UNITY

WORDPRESS

PROGRAMMING

PYTHON

HTML

CSS

SQL

JAVASCRIPT

C++

SWIFT

EDUCATION

UNIVERSITY OF MICHIGAN

Ann Arbor, MI **Graduated December 2019**

Bachelor of Science in Information User Experience Pathway - School of Information
Bachelor of Art - Penny W. Stamps School of Art & Design

Minor in Entrepreneurship - Innovate Blue

- 3.22 Overall GPA

SACI COLLEGE OF ART & DESIGN

Florence, Italy **Summer Abroad 2018**

- Visual Design & Art History

MERCERSBURG ACADEMY

Mercersburg, PA **Graduated 2015**

RELEVANT EXPERIENCE

YAZING

Reston, VA

UI UX Researcher & Designer

January 2018 - Present

- Yazing is an influencer monetization and cashback shopping platform
- Conducted Heuristics, Card Sorts, and User Tests on UserTesting.com
- Created Paper Mockups, Digital Wireframes, and High-Fidelity Prototypes

UNIVERSITY OF MICHIGAN

Ann Arbor, MI

Socially Engaged Design Intern

January 2019 - June 2019

- Developed needs assessments for the Ann Arbor Department of Sustainability & Innovation's Resilience Hub project to support communities post natural disasters
- Acquired user data and suggestions through in person interviews
- Developed and implemented interview protocols for key stakeholders, affinity maps of acquired interview data, and "How Might We" statements for Resilience Hubs

UX Consultant

September 2018 - April 2019

- UX Consulting for FriendsLearn's DigitalVaccine for Diabetes, Fooya!
- Conducted usability assessment using heuristics testing
- Prepared competitive analysis
- Conducted targeted consumer demographic interviews
- Utilized affinity mapping needs to develop personas and scenarios
- Created & designed lo-fidelity to high-fidelity prototypes
- Conducted A/B usability tests

GOALDENROAD LLC

Reston, VA

Founder

January 2016 - December 2019

- An achievement platform to help people realize and reach their full potential in life
- Designed Mvents iOS application as an MVP to test suggesting relevant events and resources based on people's interests and time commitments
- Created & Implemented The GoldenRoad Meditation Spot, an interactive mediation pyramid installation utilizing self-created designs in Adobe Illustrator, orgonite pyramids and crystal grids designed to increase an individual's personal vibration

10PEARLS

Herndon, VA

Graphic Design Intern

Summer 2014

- Designed storyboards, wireframes, and prototypes for CBS and Discovery Channel
- All designs were completed using Adobe Illustrator, Photoshop, and InDesign

LEADERSHIP AND OTHER WORK EXPERIENCE

PERSONAL CAREGIVER

Ann Arbor, MI **Summer 2019**

LIFETIME FITNESS AQUATICS SUPERVISOR

Reston, VA **Summer 2016**

CHI PHI FRATERNITY APPAREL & MARKETING CHAIR

Ann Arbor, MI **2016**

MERCERSBURG ACADEMY PEER GROUP LEADER

Mercersburg, PA **Fall 2014**

CAMP WIPIGAKI HEAD COUNSELOR

Lac Du Flambeau, WI **Summer 2014**

Volunteer work for Relay For Life, UPO, Food Gatherers, and Give 360

ADDITIONAL

- I also enjoy working with Charcoal, Clay, Wire, Found Objects, & Building Computers
- Longtime participant and lover of Skiing, Lacrosse, and Football
- Ski & Snowboard Club and Club Lacrosse (University of Michigan)
- Yearbook and Art & Literary Journal Editor and Designer (Mercersburg Academy)
- Student Tour Guide and Student Alumni Association (Mercersburg Academy)
- Currently taking The Dale Carnegie Course