

APRIL REYNALD

PORTFOLIO www.aprilreynald.com

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SKILLS

DESIGN

Product Design
Interaction Design
Visual Design
Data Visualization
Storyboarding
Style Guides
Pattern Libraries
Brand Development

PROTOTYPING

Sketching
Rapid Prototyping
Interactive Wireframes
Mockups

RESEARCH

Interviews
Usability Tests
A/B Tests
Journey Mapping
Personas
Focus Groups

COLLABORATION

Agile
Detail Oriented
Communicative
Design Sprints

SOFTWARE

Adobe Creative Suite
Adobe XD
Axure
InVision
Sketch

ABOUT ME

Creative problem solver with over 10 years of experience in UI/UX design. Trusted influencer, leveraging a collaborative approach that inspires teams to share ideas and achieve user-focused design. Design-led focus to resolve complex issues to meet company goals with a unified customer experience that spans the entire customer journey.

WORK EXPERIENCE

SENIOR UX DESIGNER

Aug 2019 – Apr 2020

Perspecta | IT Service Management Company

- Established and maintained a new design system to create a new Integrated Property Tax System application for the County of San Diego.
- Created user stories and user-flows based on Use Case Requirements and interviews with client Subject Matter Experts.
- Collaborated with the UX team, multiple development teams, and Business Owners to create and maintain a system of common components, design themes, and patterns throughout the application.
- Introduced dynamic clickable wireframes to better communicate to all stakeholders at Perspecta as well as the client which in-turn saved time and money on development interpretation and rework.

FREELANCE UI/UX DESIGNER

Apr 2018 – Aug 2019

Self-Employed | Freelance Design

- UI/UX for small business websites, WordPress site creation, information architecture, style guides, and branding.
- Worked directly with clients to capture, define UX requirements, through; user research, competitive analysis, journey mapping, personas, and user flow creation.
- Created low and high-fidelity interactive wireframes to pinpoint the user's needs to ensure quality and consistent UX throughout.

SENIOR USER EXPERIENCE DESIGNER

Jun 2015 – Apr 2018

AutoAnything | eCommerce Company

- Introduced design into the existing agile development process and evangelized user-centered design.
- Created and advocated the mobile-first design process for the eCommerce site.
- Ensured UX best practices, usability testing, iteration support for development teams.
- Conducted usability tests, contextual inquiries, and heuristic evaluations focused on providing concrete and practical design recommendations.

EDUCATION

BACHELOR DEGREE
IN ADVERTISING ARTS
Sep 1990. - 1993
The Art Institute of CA,
San Diego

WORK EXPERIENCE (continued)

LEAD UI/UX DESIGNER
Mitchell1 & Snap-On Tools | Automotive Repair Software Company
Aug 2011 – Jun 2015

- Established the user-centered design process, and evangelized user-centered design across Mitchell1 and Snap-On Tools.
- End-to-end responsive web and mobile application design.
- Low and high-fidelity interactive wireframes for multiple software applications.
- Collaboration with POs, BAs, and development teams across various product lines.
- Owned the consistency of branding and user experience across various product lines which were developed by cross-functional software teams located locally and internationally.

SENIOR WEB DESIGNER
Blindsgalore | eCommerce Company
Oct 2008 – Dec 2011

- Created flow diagrams, process flows and successfully implemented streamlined information architecture and navigation models which created revenue growth of 34%.
- Contributed to building a dynamic and segmented swatch (product sample) program including a helpful swatch packet and email marketing program. Improved conversion by 23%, open rates by 177%.