

Ripleigh Hatfield

UX & UI DESIGNER

CONTACT:

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Portfolio: www.Ripleigh.com

LinkedIn: LinkedIn.com/in/RipleighHatfield

SKILLSET:

- User Centered Design
- Wireframes & Prototypes
- Visual Design
- User Research & Testing
- Personas & User Stories
- Agile and CMMI Methodology
- Branding
- Creative & Logical Problem Solving
- Time Management & Multitasking

TOOLBOX:

- Sketch
- Figma
- Axure RP
- Adobe XD
- Wix & Wordpress
- Adobe Photoshop
- Basic HTML/CSS
- Microsoft Office
- Gitlab
- Jira

EDUCATION:

JAMES MADISON UNIVERSITY 2020
Bachelor's Degree in Interactive Design

GOOGLE

Google Analytics Certified

NIELSEN NORMAN GROUP

2021 UX Conference "Storytelling to Present UX Work"

WORK EXPERIENCE:

UX/UI DESIGNER

INCATech | November 2020 - Present

Projects: JPRA Personnel Recovery Information Data System & NTIA National Broadband Availability Map

- Led an INCATech public facing website redesign effort
- Design wireframes & prototypes using UI and design principles
- Communicate with government client stakeholders
- Interview users to gather user feedback
- Build personas based on user wants and needs
- Provide design guidance to development team
- Collaborated on a small team on a full company rebranding effort

UX & STRATEGY INTERN

Centrotek | June - August 2019

- Provided UX strategy and design for a variety of projects for clients such as Guthrie, MU Health, Kennedy Krieger & Rush Cosmetics
- Designed wireframes for Guthrie & MU Health
- Helped conduct user research testing & interviews
- Became certified in Google Ads & Google Analytics while becoming skilled with SEO strategy

CONTENT STRATEGIST

JMU Event Management | December 2018 - March 2020

- Manage & Administer JMU events on calendar software
- Design graphics for digital signage boards across campus
- Drafted website and print content to promote university events

3RD PLACE WINNER IN DESIGN CHALLENGE

Deloitte Digital | Fall 2018

- Participated in a cross-major design challenge event
- Collaborated with my team to provide an innovative solution to judges within an hour

INVOLVEMENT

Secretary

Sigma Alpha Pi (National Society of Leadership & Success)

Fundraiser

JMU Madithon for Children's Miracle Network Hospitals

