

April Seiler

UX/UI designer with a holistic approach to research and design

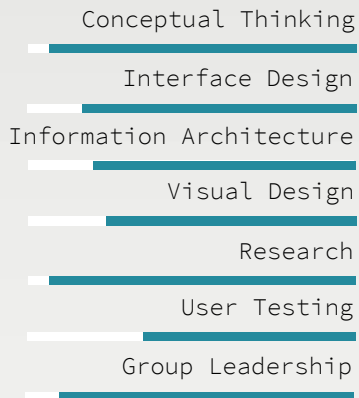
Portfolio

www.aprilseilerdesigns.com

Contact

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Skill Set



Advanced Skills

Well versed in **Adobe Creative Cloud**, research tools and methods, user testing tools and methods, and agile UX tools such as **Jira**.

Experience in a variety of prototyping and developing software such as **Figma, Sketch, Adobe XD, Axure, Invision, and Zeplin**, as well as some **HTML and CSS**.

Designing experiences, services, products, and IA.

Working in finance/FINTECH and Retail/Ecommerce industries supporting **B2C, B2B, and Saas**.

Taking a User-Centric approach to every aspect of the design experience and deep-diving into user journeys to understand existing and potential interactions with an organization or industry is imperative to delivering **meaningful experiences**.

Experience

The Michaels Companies Technologies **October 2021 -Present**
Contract UX/UI Designer

Leading meetings with Product Managers, overseeing designs for multiple products and features within different platforms, and leading peers while designing and prototyping feature sets.

Range US **June 2020 -October 2021**
Contract UX/UI Designer- Client: Mr. Cooper

Following the UX process to design-think, lead daily meetings and discovery/journey sessions with developers and managers, ux/ui research, user interface design.

UX/UI Intern- Client: teezer

Following the UX process to design think, lead meetings, research, testing, producing and presenting wire-frames, prototypes, and mock-ups for clients.

Relevant Achievements

AIGA- American Institute of Graphic Arts **2020-2021**
Secretary and Board Member

In charge of maintaining groups records, including agendas and summaries of activities within the UNT chapter.

Website Design **2019**
smilnickstattoos.com

Web design and development for a local tattoo shop. This long term commitment has improved over time.

UXSA- User Experience Student Association **2018-2019**
Club Member

(User Experience Student Association) Participate in group activities and helping students applying to the UNT Communication Design Program.

IxDD AdobeXD Creative Jam **2019**
Competitor

Competed in Dallas with partner Claire Hooper to create a prototype of an app based off of "Trust & Responsibility".

TAMS- Stethoscope Magazine **2019**
Creative Director

In charge of cohesion of design decisions and was co-leader of group meetings, to create a magazine based off of medical stories written by TAMS Students.

Education

University of North Texas **Aug 2017-May 2021**

BFA in Communication Design with a Concentration in User Experience Design (UXD) and a Minor in Art History. Graduated Magna Cum Laude with a 3.8 GPA.