April Seiler

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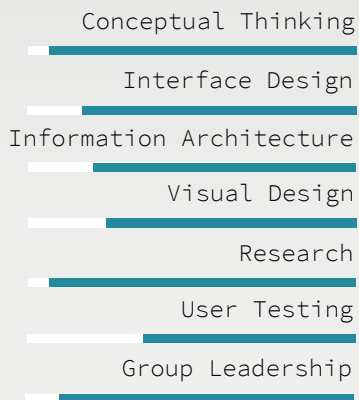
Portfolio

www.aprilseilerdesigns.com

Contact

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Skill Set

Conceptual Thinking

Interface Design

Information Architecture

Visual Design

Research

User Testing

Group Leadership

Advanced Skills

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

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

Designing experiences, services, products, and IA.

Working in FinTech, InsureTech and E-Commerce 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

Quantum Assurance International
April 2022 -Present
Product Designer
Designing and executing the UX research and design process for the team. Taking the lead in conducting user research, testing, design system creation, and more while creating a working Sales Dashboard and CRM.

The Michaels Companies Technologies
October 2021 -April 2022
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 group records, including agendas and summaries of activities within the UNT chapter.

Website Design
2019
smilinrickstattoos.com
Web design and development for a local tattoo shop. This long term commitment the site has grown over time.

UXSA- User Experience Student Association
2018-2019
Club Member
Participate in group activities and help students apply to the UNT Communication Design Program.

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.