

# Vanessa Cartwright

User Experience | User Interface | Product Designer

I improve the lives of users through design with knowledge, empathy, technical expertise, and a passion for accessibility.

## Experience

### Senior UI Designer @ S&P Global Aug 2021 – May 2023

- Developed and documented design team processes
- Created and Designed and implemented a custom design system
- Worked with PMs and stakeholders to shape product strategy
- Partnered with devs to launch custom data visualizations
- Developed workflows and personas to support user goals.
- Presented proposals to stakeholders and prospective clients
- Responsible for high-fidelity interface creation

### Senior UX Designer @ RentRedi (freelance) Jun 2022– Apr 2023

- Spearheaded a project to customize and implement a design system
- Improved existing layouts and experiences
- Worked with PMs and leadership to help identify quick wins
- Provided design strategies for longer-term initiatives.
- Created and implemented marketing pages via WordPress

### Senior Product Designer @ Clair (contract) Feb – Aug 2022

- Led product design for a SaaS fintech app
- Improved onboarding of channel partner users by 6%
- Created prototypes to pitch integrations with new potential partners
- Conducted onsite research and usability sessions
- Created a persona library to fit various demos
- Created and improved accessibility of components for the design system


### Senior UI/UX Designer @ Authentek Aug 2020 – Jan 2022

- Managed all on-site and in-app experiences
- Responsible for conversion rate, drop off, and cart funnel performance
- Ensured adherence to Section 508 and W3C WCAG 2.0 guidelines
- Created, implemented, and managed design system and persona library
- Identified drop-off points leading to a 14% reduction in mobile bounce
- Managed A/B testing and user testing programs

### Lead UI/UX Designer @ Bark Aug 2018 – Aug 2020

- Redesigned app dashboard, leading to a 4% reduction in churn
- Launched a new B2B product focusing on schools
- Key member of project exposing online predation to national attention.



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## Skills

Wireframing  
High fidelity mockups  
Rapid prototyping  
Responsive web design  
Usability testing  
End-to-end workflow design  
UX research  
Design system creation  
UI Kit creation/management  
Front end development  
Graphic design  
Accessible design  
Persona Development

## Tools

Figma	● ● ● ● ●
Sketch	● ● ● ● ●
Invision	● ● ● ● ●
XD	● ● ● ● ●
Design Systems	● ● ● ● ●
Storybook	● ● ● ●
HTML/CSS	● ● ● ● ●
Javascript	● ● ●
React	● ● ●
Photoshop	● ● ● ● ●
Illustrator	● ● ● ● ●
After Effects	● ● ● ●
Git Hub	● ● ●
Wordpress	● ● ● ●