

Hadley Lowell

UX Designer

hadleylowell.com | hadleylowell@gmail.com | 972-310-2513

[linkedin.com/in/hadleylowell](https://www.linkedin.com/in/hadleylowell)

As an experienced UX Designer with a background in operations management, I bring strong strategic planning, communication, design and leadership abilities to my work. I am adept at bridging the gap between design and business goals, ensuring that my solutions not only meet user needs but also drive positive outcomes for the organizations. With a deep understanding of user research and design principles, I am passionate about creating collaborative relationships, fostering open dialogue, and delivering exceptional user experiences that align with both user expectations and business objectives.

Skills

- **UX:** User Research, Interviewing, Heuristic Evaluation, Personas, Journey Mapping, Affinity Mapping, Site Mapping, User Flows, Sketching, Wireflows, Wireframes, Prototyping, Usability Testing, Writing, Editing, Copy, Information Architecture, Agile Work Environment Experience, Meeting Facilitation, Project Management
- **Technical:** WCAG 2.1 Guidelines, Figma, InDesign, Adobe XD, Adobe Photoshop, Illustrator, Google Suites, Balsamiq, Pen and Paper

Experience

Laurel Acres Property Owners Association, nonprofit organization

UX/UI Designer

April 2024-present

- Led the development of a team of 4 on the development of a website and app development
- Conducted user interviews, user research specifically competitive and comparative analysis as well as user research on current members
- Conducted user journey and affinity mapping techniques
- Translated findings into tangible design solutions, created lo-fi to hi-fi wireframes and prototypes
- Collaborated with a team of 4 to develop high fidelity prototypes to present to LAPOA board members
- Conducted usability testing specifically moderated usability testing

The Home Place

Graphic Design, UX/UI Designer

December 2023 - April 2024

- Process of defining and designing company logo
- Layout of the website with work on the UI and focus on company logo and product marketing

Reading and Literacy Clinic

UX/UI Designer

January 2023 - April 2023

- Conducted thorough user research to understand target audience behaviors, preferences, and pain points on current website.
- Mapped out user journeys to visualize and optimize the overall user experience, identifying key touchpoints for improvement.

- Developed user-friendly information architecture, ensuring intuitive navigation and content organization for improved user flow.
- Designed and implemented responsive web layouts, ensuring seamless user experiences across various devices and screen sizes.
- Applied design thinking methodologies to empathize with users, define problem statements, ideate solutions, create prototypes and test for continuous improvement.

Click Learning Co.

UX Designer / Research Lead

April 2023 - May 2023 | Team of 4

- Led the development of an inclusive onboarding platform for Click Learning Co.'s desktop site, prioritizing accessibility for users with diverse needs.
- Conducted 12 user interviews, performed heuristic analysis, competitive and comparative analysis, and task analysis to identify pain points and challenges faced by users during onboarding.
- Employed affinity mapping to synthesize research data, extract key insights, develop user personas, define the main problem to be solved, and identify necessary features.
- Translated findings into tangible design solutions, created lo-fi to hi-fi wireframes and prototypes which were presented to Click Learning Co.'s stakeholders.
- Conducted usability testing, incorporating new findings into the high fidelity prototype, enhancing the user experience.

Berkeley's Market | Dallas, TX

Operations Director

October 2018 - January 2023

- Led the successful opening of a 4,000 sq. ft. storefront, overseeing all aspects of setup and launch.
- Managed the recruitment, hiring, and training of a full crew, ensuring all team members were well-prepared for store operations.
- Developed and implemented operational policies & procedures to ensure efficient store management as well as coordinated with vendors and suppliers to secure high-quality products and negotiate favorable terms.
- Analyzed sales data and customer feedback to identify trends and opportunities for improvement.

Education

General Assembly

UX Design Fellow | User Experience Design Immersive Course

January 2023 – May 2023

Completed the User Experience Design Immersive course, consisting of client-based projects and 480 hours of instruction.

- Completed a comprehensive 480-hour immersive course in UX design, mastering both theoretical concepts and practical skills.
- Conducted extensive user research, including interviews, surveys, and usability testing, to gather actionable insights for real-world projects.
- Developed user personas, journey maps, and affinity diagrams to inform design decisions and enhance user experiences in client-based projects.
- Created wireframes, prototypes, and high-fidelity designs using industry-standard tools such as Figma, Balsamiq, and Adobe XD, delivering solutions tailored to client needs.
- Applied design thinking methodologies to empathize with users, define problems, ideate solutions, and iterate on designs, ensuring user-centricity and usability.
- Collaborated in agile work environments, participating in sprints, stand-ups, and client presentations to deliver impactful design solutions aligned with project goals and user needs.

