

# VAN DUTTON

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## EXPERIENCE

**User Experience Designer** | Freelance | Dec 2021 – Current

- Successfully planned, led, and executed multiple projects by iterating the UX design thinking process.
- Conducted quantitative and qualitative user research through surveys, interviews, and observation techniques.
- Performed competitor analysis, A/B testing, and UX strategy.
- Applied user research data to create personas, empathy maps, user journey maps, and information architecture.
- Followed design guidelines to draw sketches, develop wireframes and high fidelity prototypes using Figma, FigJam, Sketch, Adobe XD, InVision, Mockup, Miro, and other similar tools.
- Applied user testing after designing to ensure product value, usability, adoptability, and desirability by the users and other stakeholders.

## PROJECTS

### **Facebook Marketplace Mobile App Design**

Redesigned Facebook Marketplace with the rental option and ID verification feature using Figma, Sketch, and Mockup. Surveyed and interviewed 40 users. Generated an empathy map, applied information architecture to produce sketches, wireframes, and high-fidelity prototypes. Applied usability testing to identify room for improvement.

### **Kelly Nail Spa Web Design**

Conducted quantitative and qualitative interviews with 30 customers, 2 nail salon owners, and 3 nail technicians. Analyzed data to create a customer journey map. Performed competitor analysis using the SWOT method. Produced sketches and wireframes using Mockup. Successfully created sleek design prototypes for a business website using Figma.

### **First Metro Bank Mobile App Design**

Studied pain points of current users through surveys and observation techniques. Created personas, performed competitor analysis, and followed design guidelines to successfully redesign the mobile app. Improved the user experience by 90% and received positive feedback from users.

## SKILLS

### **Design**

User Experience, Interaction Design  
User Interface, Physical and Digital  
Prototyping, Visual Design, Wireframing,  
Low-High Fidelity Mockups, Sketching

### **Research**

Surveys, User Interviews, Usability Testing,  
Information Architecture, Empathy Mapping,  
User Journey Mapping, Quantitative and  
Qualitative Analysis, A/B Testing,  
Competitor Analysis, Design Strategy

## EDUCATION

### **University of Michigan**

Professional Certificate in User Experience  
Research and Design Specialization | Mar  
2023 – Sep 2023

### **Georgia Institute of Technology**

Professional Certificate in Introduction to  
User Experience Design | Oct 2022 – Dec  
2022

### **Northwest-Shoals Community College**

AAS Degree in Business Management | Jan  
2020 – May 2022

Graduated Magna Cum Laude (GPA: 3.8)  
President's List: Spring 2020, Spring 2022  
Dean's List: Fall 2020, Spring 2021, Fall  
2021

Member of Phi Theta Kappa Honor Society  
and Mu Alpha Theta Honor Society