


EMILY MILLER

UX DESIGNER

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PROFILE

Highly-motivated, innovative professional with background in designing for specialty retailers. In my previous career in Fashion, my passion for people was sparked. By understanding consumer behavior to analyze trends and market dynamics on a more macro level, I developed a deeper understanding of global shifts and sentiment. On a much smaller scale, understanding those around me to build connections and relationships and to leverage their individual strengths, keeps me going. Dedicated to designing innovative and user-centric solutions and in doing so, we can forge meaningful connections, alleviate frustrations, and maximize opportunities for all.

EXPERIENCE

Freelance UX Designer

Framework / Remote / October 2023 - January 2024

- Initiated the design and development of a comprehensive content library aimed at streamlining access to crucial resources for users.
- Identified and addressed user needs through ongoing research to curate and organize relevant content to enhance user engagement.
- Collaborated with the Founder/CEO to align content strategy with the company's vision and goals.

UX Designer + Project Manager

Framework + General Assembly (Team Project) / Remote / June 2023 - July 2023

- Streamlined end-to-end design workflows for a team of 5, ensuring high productivity and consistent delivery of user-centered design solutions to meet project goals and exceed client expectations.
- Conducted 2 out of 6 users interviews, synthesizing research into 9 design principles and 2 personas, catalyzing a transformative shift in the platform's foundation and comprehension of the target users.
- Overhauled the dashboard and the information architecture hierarchy, incorporating user insights and business objectives for a comprehensive design revamp that reimagined the user experience.

UX Designer

CDC Travelers' Health Website Redesign + General Assembly (Team Concept Spec Project) / Remote / April 2023 - May 2023

- Analyzed competitive landscape and distilled research from 3 usability tests and a heuristic evaluation with a team of 5 to determine pivotal problems and uncovered opportunities for future enhancements.
- Enhanced the information architecture by utilizing various testing methods such as Tree Test, unmoderated Maze tests, and moderated usability tests to improve the task success rate by 23%.

EDUCATION

General Assembly

UX Design Immersive

University of Cincinnati

Bachelor of Science, Fashion Design

SKILLS

Design

- User Experience Design
- Interaction Design
- Wireframing
- Sketching
- Information Architecture
- Visual Design
- User Centric Solutions
- User Research
- Usability Testing
- Web Accessibility (WCAG)
- Trend Forecasting
- Product Strategy

Soft Skills

- Creative Problem-Solving
- Collaboration
- Detail-oriented
- Project Management
- Product Life-Cycle Management
- Strategic Thinking
- Leadership

Fashion Designer

Lands' End / Remote + Hybrid / January 2022 - August 2023

- Reduced overall cost of goods by 3% in 2022 by designing new and iterating on current products within the Kid's Seasonal and the School Uniform categories.
- Conducted competitive and comparative analysis and integrated direction from stakeholders to develop Kid specific color and art. Led direction to develop 35 Kid unique prints and graphics for 2023.
- Managed the School Uniform business - introducing new items and ensuring the smooth operation of 300+ active skus (Stock Keeping Units).
- Served as design representative in Product Technology Roadmap meetings - a cross divisional small group selected to help test, iterate, tailor, and implement a new Product Life Cycle management software program for the business.

Associate Buyer

Blain's Farm & Fleet / Janesville, WI / January 2021 - January 2022

- Achieved a 12% increase in overall footwear sales through the development of seasonal strategies, monthly flows, and budget allocations.
- Utilized data-driven decision-making processes, resulting in a 225 basis points (bps) improvement in gross margin percentage (GM%) through product selection and procurement strategies aligned with user preferences and business goals.
- Integrated innovative marketing techniques within the farm-channel to deliver impactful marketing advertisements for footwear.
- Cultivated and managed over 40 vendor relationships, ensuring a reliable supply of products through monthly flows, leading to improved product availability and sustained business growth.

Fashion Designer

Lands' End / Dodgeville, WI / June 2017 - May 2020

- Led the product life cycle management for Girl's Apparel, strategically planned and organized team workload to optimize productivity, ensuring timely project delivery to meet company goals and deadlines.
- Guided and oversaw 4 direct reports, providing guidance and support to foster their professional development.
- Oversaw and directed the work of 5 external freelancers to meet graphic and print & pattern art requirements, ensuring high-quality visual elements in alignment with user preferences.

Fashion Designer

Abercrombie & Fitch / Columbus, OH / August 2011 - September 2016

- Promoted from Assistant Designer to Designer level by demonstrating strong work ethic and taking on additional responsibilities while working in progressively larger teams.
- Sketched, selected fabric and trim, ensured proper fit, and maintained quality and design intent throughout the entire product development cycle, delivering high-quality merchandise to sell.
- Designed and developed on average 35 styles for each season, 7 seasons per year, with an addition of 2 testing periods resulting in chase product.

TOOLS

- Figma
- Adobe Suite (Illustrator, Photoshop, InDesign)
- Miro
- Optimal Workshop
- Otter AI
- Wordpress
- Trello
- FlexPLM