PAIGE ROGERS

UX/UI DESIGNER & GRAPHIC DESIGNER

Westland, MI   248-974-2371   paige.benton@gmail.com   https://designsbypaige.com

PROFESSIONAL SUMMARY

UX/UI Designer and Graphic Designer specializing in user flow, user end-goals, and user interface design. Knowledgeable of UX research and conducting usability studies. Experienced with creating personas, prototyping, and wireframing. Skilled in using Figma and Adobe XD for UI Design and Prototyping.

CORE COMPETENCIES

User Exeperience Design	User Flow	Ideation	Gather User Insight
Graphic Design	Visual Design	Collaboration	Detail-Oriented

UX/UI DESIGN & GRAPHIC DESIGN SKILLS

USER EXPERIENCE DESIGN CERTIFICATION

- **Key Skills:** User Experience Research, Competitive Audits, Ideating, Sketching, Wireframing, Low and High Fidelity Prototyping, Conduct Usability Studies
- **Capstone Project:** Develop an app for social good
  - **Process**: User Research and Interviews, User Journey Map, Personas, Ideating, Prototyping, User Interface Design
  - **Tech & Tools:** Adobe XD

VISUAL & GRAPHIC DESIGN

- Launch designs for **digital** and **print** using **typography, layout, information hierarchy**, and **color** using **Adobe Creative Cloud** and various other creative design programs such as Figma and Adobe XD.
- **Conceptualize** ideas for marketing campaigns and materials. Developed style guides/design kits.

COLLABORATION & COMMUNICATION

- Facilitated meetings and projects with various **clients**, accounts and managers. Coached new department employees. **Collaborate** with different team members on **projects** and reports.
- Network with **stakeholders** and executives. Administered meetings for follow-ups and check-ins.

PROCESS IMPROVEMENT

- Work with team and managers on i**mproving operating processes** by **minimizing steps** in the standard operating procedures manual.

INFORMATION MANAGEMENT

- **Organize design files** through labeling and dates. Support in creating custom **deliverables** to clients
- **Evaluate data** within daily, weekly, and monthly reports and present **analytics** to team.

RESEARCH

- Conduct **SWOT analyses,** define user needs and prepare **competitive audits** for **brand development**.
- **Research and identify** system issues and report finding to managers, stakeholders, and clients on solution.

PROFFESIONAL EXPERIENCE

Program Coordinator - Guidant Global - Southfield, MI	2019 - Present
Graphic Designer - Freelance - Remote	2010 - Present
Recruiting Coordinator - Randstand - Dearborn, MI	2015 - 2019
Program Coordinator - Contract Professionals, Novi, MI	2015
HR Coordinator - Sun Communities, Southfield, MI	2015

EDUCATION & CERTIFICATION

User Experience Design Certification, Google - Remote
Masters Degree in Media Design, Full Sail University - Winter Park, FL
Bachelors Degree in Graphic Design, Eastern Michigan University - Ypsilanti, MI