Emily Crabtree
UX Design & Research

phone: 828-319-7854
email: emilydcrabtree@gmail.com
web: emily-crabtree.com

UX Skills

Information Architecture
Interaction Design
Wireframing
Sitemaps
Persona Creation
Journey Mapping
User Research
Critical Analysis
Agile
Collaboration

Tools

Axure
Sketch
Photoshop
Illustrator
InDesign
Zeplin
Invision

Programing Languages

HTML5
CSS

Education

User Experience
Design Certificate
UXD Immersive
General Assembly Atlanta

Master of Fine Art
University of Oregon

Bachelor of Fine Art
University of North Carolina
Asheville

Core Studio Program
Ringling College of Art and Design

Professional Experience

OptumRx
Present
UX Designer | BriovaRx.com

Lead designer on BriovaRx mobile app, part of the UnitedHealth Group pharmacy digital offerings. Working with an agile team to define and design an app that delights the user and meets business goals.

Grainger
2017-2018
UX Architect | Researcher

Worked with cross-functional teams to design and develop internal apps using Salesforce. Planned and conducted stakeholder workshops, user research and usability testing. Researched and developed employee personas. Identified design pattern inconsistencies, began pattern library initiative.

United Airlines
2015-2017
UX Designer

Designed user focused enhancements to the planning, booking, and manage reservation products. Created wire-frames and high-fidelity prototypes that communicated design decisions and business goals. Worked with interaction pattern libraries across web, mobile and all digital touch points to deliver a unified accessible brand experience.

CarLingo.com
2015
UX Designer

Developed a project plan to improve messaging and user interface with the goal of increased conversion. Analyzed industry trends, messaging and call to actions. Conducted user testing to determine comprehension and resistance to registering. Utilized Google analytics and personas. Rapid prototyped designs and delivered high fidelity annotated wire-frames.

emily-crabtree.com
2013-Present
Freelance Designer

Worked with existing brands to define digital strategy, including content development and websites.

University of Oregon
2010-2013
Instructor Painting and Drawing

Developed complex course curriculum for undergraduate art courses with a total enrollment of 170. Created resource library of materials and instructional content for drawing and painting students. Provided portfolio reviews and tailored recommendations for students seeking careers and graduate school opportunities.

Research Projects

2013 Luminous Tear, University of Oregon

2009 Fibers of Recollection, UNCA