

AUTUMN VALJIEN

• User Experience Designer •

Talented User Experience Designer and Founder, Autumn's experience includes end-to-end design from research to implementation, project management, and even start-up fundraising.

EXPERIENCE

2021 My Sage Body

Founder and Lead Designer

- Working closely with Technical Co-founder to develop a **Minimum Viable Product** set to launch in Fall of 2021.
- Launched **qualitative** research with 25 users, and **quantitative** research with 94 users.
- Completed market research to determine **Product Market Fit**.
- Designed 30 page pitch deck for first round of **fundraising**.
- Designed 2 **personas** and corresponding **journey maps**.
- Carried out 11 **iterations** of **mid-fidelity** design based on user feedback and **competitive analysis**.
- Designed high-fidelity interactive **prototype** using **Figma** that went through 5 rounds of **usability testing**, focusing on **UI** and **User Flow**.

2021 MichaelAngelo Contracting

Lead UX / UI Designer

- Completed a full **website** redesign in 3 month contract, increasing user **engagement** by 35%.
- Initiated 3 rounds of **stakeholder interviews**.
- Interviewed 15 users, and wrote a user **persona** and corresponding **journey map**.
- Conducted 3 rounds of **usability testing** on high-fidelity interactive **prototype** using **Axure**.
- Completed and wrote a full **analysis** on 5 different direct **competitor's** websites including **feature inventory** and **task analysis**.

2020 Vincere Health

UX Design Intern

- Worked on a **cross-functional** team to redesign onboarding process for Vincere Health startup in an **agile** framework.
- Increased **task completion** rate by 66% based on usability testing.
- Initiated 5 rounds of **stakeholder** interviews.
- **Qualitative** research included 18 user interviews.
- **Synthesized** research and wrote 3 user **personas** and user **journeys**.
- Designed high-fidelity interactive prototype using **Figma** that went through 2 rounds of **usability testing**, focusing on **UI** and **UX writing**.
- Met with CTO discussing the **development** of onboarding, which is currently set to be released in iOs in 2021.
- Designed and **presented** pitch deck to CEO, CTO, and Lead Designer.

CONTACT

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SKILLS

User research
UX Writing
Information Architecture
Persona Development
Journey Mapping
Competitive Analysis
Interaction Design
Prototyping
Wire-framing
User Flows
Usability Testing
Card Sorting
Content Strategy
Pitch Deck Design

EDUCATION

General Assembly

2020
User Experience Design
Immersive

UCLA Extension

2015
Drug and Alcohol Addiction
Counseling