

# DEIRDRE ROESCH

## UI/UX DESIGNER

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Open to remote/hybrid roles

## EDUCATION

### UI/UX Design Immersion, CareerFoundry | Online

Performed 500+ hours of study and implementation, resulting in the end-to-end design of four applications. Specialized in UI Animation with Adobe After Effects.

### Bachelor of Arts in Communications, Monmouth

University | New Jersey  
Graduated magna cum laude with a minor in public relations.

## SPECIALTIES

Brand identity

Flow charts

Interface design

Mockups/prototypes

User research

Wireframing

Writing

## SUMMARY

UI/UX designer with a strong background in communication and front-end web maintenance. Committed to designing creative and innovative interfaces that solve human-centered problems through critical thinking, empathy and research. Demonstrated track record of creating wireframes and flow charts, as well as performing extensive competitive analysis, in order to develop comprehensive and flawless designs.

## UI/UX DESIGN PROJECTS

### Swift Gifts Shopping App | CareerFoundry Case Study

06/2022-08/2022

*Created an application in Figma that allows individuals to find products quickly and easily to match their particular needs.*

- Provided users with the ability to search a member's gift list to discover entertaining or useful items they desire.
- Produced complex flow charts, brand guidelines, 21 high-fidelity screens, mockups and prototypes that enhance a user's shopping experience.
- Created a unique shopping experience incorporating complex user flows and 3D designs.

### Small Change Finance App | CareerFoundry Case Study

04/2022-06/2022

*Designed a native mobile app in Figma that adheres to Human Interface and Android Material Design guidelines.*

- Conceptualized an app allowing users to choose where they want their spare change to go.
- Built 39 high-fidelity screens, mockups, prototypes and comprehensive style guide.
- Developed a step-by-step onboarding process based on competitive analysis and user feedback.

### Streets Food Truck App | CareerFoundry Case Study

03/2022-04/2022

*Created a responsive web app in Adobe XD for location-based recommendations that meets the requirements of its users and solves the problems they face.*

- Produced an application allowing users to easily find food trucks offering the cuisine they crave.
- Built 18 high-fidelity screens, mockups, prototypes, user personas, flow charts and comprehensive style guide based on user feedback and competitive analysis.
- Created a simplified user flow to ensure mandatory Jobs to Be Done were integrated into final product.

## SOFT SKILLS

Empathy  
Communication  
Problem-solving  
Organization  
High EQ  
Flexibility

## TOOLS

Adobe After Effects  
Adobe Illustrator  
Adobe Photoshop  
Adobe XD  
Figma

### **Radio Music App | CareerFoundry Case Study**

02/2022–03/2022

*Designed an '80s music player mobile app in Adobe XD and prepared for handover to developers.*

- Developed a unique functionality allowing users click on the surprise icon to discover a fun, fascinating fact about a song or artist.
- Performed a competitive analysis and created a comprehensive design process, 12 high-fidelity screens, mockups and a style guide including iconography,
- Produced a colorful, playful app that was in tune with the decade's style and atmosphere.

## EXPERIENCE

### **York County Economic & Tourism Development | Virginia**

Content Marketing Coordinator | 02/2022–present

*A department of York County government with 500+ employees that serves to promote the area as a premier year-round travel destination.*

- Provides storytelling on social media and the county's website allowing more publicity for the organization.
- Researches, strategizes and composes creative blog articles, social media posts, itineraries and graphics to increase follower engagement.
- Identifies posts with highest engagement, including Instagram, which saw a 60% climb in reach and 48% increase in audience engagement over a one-month period.

### **National Center for State Courts | Virginia**

Senior Communications Specialist | 05/2012–09/2022

*A nonprofit organization with 100+ employees that aims to improve the administration of justice worldwide.*

- Maintained consistent content, design and workflow through daily tracking to ensure that submissions abided by the organization's style guide.
- Collaborated with a colleague on the implementation of Matrix as a new content management system in order to save cost and increase efficiency.
- Oversaw and managed website transition, which incorporated responsiveness, coherent CSS and a standardized workflow process.
- Developed creative methods and strategies, such as an essay contest, to allow students to articulate their opinions on governmental issues.
- Produced questions, marketing plan and materials for essay contest. Organized the judging committee and wrote media releases. Efforts led to steady growth over nine years, with a 55% increase in 2022.