

Emily Hoehenrieder

UX / UI DESIGNER

emily.hoehenrieder@gmail.com

emilyhoehenrieder.com

in/emilyhoehenrieder

(916) 221-1660

Experience

UX/UI Designer

Kuda Vana Partnership

AUG. 2020 – SEPT. 2020 | REMOTE

Improved the donation flow, content organization, and designed the full website for nonprofit organization Kuda Vana. Implemented user experience strategies such as user surveys, user interviews, user personas, competitive analysis, prototyping and testing. Maintained client communications throughout the project.

Designer

Shutterfly Inc., shutterfly.com/weddingshop

JULY 2018 – JUNE 2020 | REDWOOD CITY, CA

Member of the digital and print marketing team specializing in both direct response and awareness campaigns for the The Wedding Shop and Shutterfly brand. Lead designer for The Wedding Shop marketing channels including social media, CRM, site design, mobile marketing, and SEO.

Design Assistant

Cal Poly Donor Relations Department

SEP. 2017 – JUNE 2018 | SAN LUIS OBISPO, CA

Designed and edited HTML layouts and code for the department site. Edited photos and created original graphics for email, digital and print designs.

UI Designer, Brand designer

Camp Polyhacks

JAN 2018 | SAN LUIS OBISPO, CA

Second place winner at the Camp Polyhacks Hackathon where I participated in a 25 hour event with a 8 person team of developers, designers, and entrepreneurs to produce a mobile application that creates a parent to parent modern co-op in the community. Designed the app work-flow utilizing UX/UI principles.

Education

UX Design Immersive

General Assembly

JUNE 2020 – SEPT. 2020

A 12-Week, full-time career accelerator focusing on user research, testing methodologies, and design best practices. Completed 400+ hours of learning fundamental skills and tools to become a UX Designer including research and data synthesis methods, rapid prototyping, and wire-framing with tools such as Sketch and Figma.

BS. Graphic Communication

Cal Poly State University of SLO

SAN LUIS OBISPO, CA | SEPT. 2014 - JUNE 2018

Bachelors of Science in Graphic Communication
Concentrated in Design Reproduction Technology.

Typography and Design Studies

Munich University of Applied Sciences

MUNICH, GERMANY | MARCH 2017 – JULY 2017

Lived in Munich, Germany for a semester and completed courses in Digital Typography and Design Thinking.

Skills

UX Research	Handlettering	Front End
UI Design	Brand Design	Development
Visual Design	Illustrations	Print Design

Tools

Sketch and Figma	Photoshop	HTML5/CSS
InDesign	After Effects	InVision
Illustrator	Adobe XD	Zeplin