



CHELSEA ANDERTON

DIGITAL PRODUCT DESIGNER

EDUCATION

UTAH VALLEY UNIVERSITY

OREM, UT • 04/2020

Bachelor of Science: Interaction Design

Member of UX Design Club

Graduated summa cum laude

Professional development completed in Web
Design and Development, Interaction Design

CONTACT

801-928-8770

chelsanderton.com

chelsanderton@gmail.com

SKILLS

COMPLEX PROBLEM SOLVER
CONTENT MARKETING STRATEGY
BUSINESS OPERATIONS
MOCKUPS AND PROTOTYPES
PROCESS IMPROVEMENT
WEB USER INTERFACES
PROJECT ORGANIZATION
DESIGN PROCESSES

WORK EXPERIENCE

UI DESIGNER @ DISRUPTIVE ADVERTISING

August 2018 - Present

- Took concepts and **produced design mockups and prototypes** to strengthen designs, enhance user experiences and improve site interactions.
- Pitched in to **assist senior designers** to meet pressing deadlines during under-staffed periods.
- Conceived and **built optimized landing pages** in HTML and CSS, including Unbounce integration and cross-browser compatibility, to support marketing.
- **Primary UX researcher** and UI designer for internal management software

UX PROJECT MANAGER @ ENCIRCLE

August 2019 - April 2020

- **Developed and initiated projects**, including managing costs, schedule and performance.
- Conducted **research to test and analyze feasibility**, design, operation and performance of mobile application components and systems.
- Interacted with project leaders and stakeholders to define requirements and generate and **maintain design development documents**.

UX DESIGNER @ RALLYEST

August 2017 - April 2018

- Presented UX designs and solutions to senior staff, **evangelizing for user-centric design** decisions.
- **Monitored emerging UX design trends** and practices for useful techniques and cutting-edge developments suitable for integration into future projects.
- Collaborated with Hippa experts and development personnel to **create holistic UX vision** and strategies.

WEB DESIGNER/MARKETER @ LEADFRONT

July 2015 - August 2018

- **Developed site content and graphics** by coordinating copywriting, and designing images, icons, banners and enhancements.
- Used and contributed to style guides and other design documentation to **maintain coherent information** and interaction design patterns.
- **Forecasted launch dates for all projects** and communicated changes promptly.
- Used site analytics and metrics to **define and monitor success**.
- **Increased customer engagement** through social media.