

Experience

3ci at The Home Depot, Senior UX Designer Sept 2018 – Present

- ★ Design and deliver solutions for a multi-phased, multi-product Salesforce Lightning enterprise application with 10 user roles
- ★ Facilitate ongoing discovery and framing activities to scope and identify priorities and solutions based on hypothesis-driven research with field users
- ★ Rapidly optimize live prototypes (for Salesforce Lightning) to validate solutions and synthesize and communicate research to team
- ★ Continuous pairing with software developers, product management and cross product teams for development, business and interproduct alignment

SketchUp, Senior Designer Apr 2017 – May 2018

- ★ Led team of 2 designers and 2 developers designing solutions from discovery to delivery, supporting product launches and messaging, localization and training content
- ★ Led team in discovery, framing and iterating a SketchUp.com design system and style guide assets
- ★ Facilitated design sprints with balanced teams, with outcomes ranging from design systems to an internal client portal
- ★ Architected user flows in alignment with high impact business goals via ongoing cross team and product alignment exercises, communicating assumptions and solutions and objection handling

vanessaterrell.design, UX Consultant Dec 2015 – Apr 2017

- ★ Supported clients with design solutions for consumer and enterprise users, remotely collaborating on iterative live prototypes
- ★ Managed project scopes and budgets closely with clients via continuous communication and process transparency

RainTree, Design Lead Jan 2015 – Dec 2015

Established the design team process and service blueprint for agency design services. Led 3 designers in delivery of assets in a fast paced environment. Client projects included identity systems, prospective franchisee experiences, in-store signage and digital sales and marketing tools.

RainTree, Junior Designer Aug 2014 – Jan 2015

Designed websites and marketing collateral for consumer and prospective franchisee users for founders in the retail, lifestyle and food franchise industries.

Function Collaborative, Digital Strategy Specialist Apr 2014 – Aug 2014

Helped establish digital marketing as a service by driving value for the agency. Proposed, planned and executed digital marketing strategies based on client's business goals and consumer behavior in the architectural and design industry, resulting in new consumer engagement and media placements.

Function Collaborative, Account Specialist Apr 2013 – Apr 2014

Managed client projects from scope to completion, wrote proposals and managed project budgets, playing a key role in the collaborative creative process between creative director, design team, clients and agency director.

Skills

Interaction Design
Information Architecture
User Research
Usability Testing
User Testing
Balanced Team
Agile Method

Tools

Sketch
Axure
InVision
Adobe CC
HTML / CSS
Salesforce Lightning
Pivotal Tracker
Trello
Realtime Board
Zoom

Education

Georgia Southern University
2006–2011
B.A. Writing & Linguistics
Spanish Minor

Community

IxDA, Atlanta
Board Member, 2019 – Present

Ignite Denver, Denver
Creative Lead, 2014 – 2018