

SHARLA GILLARD

UX/VISUAL DESIGNER

PORTFOLIO

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CONNECT

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CONTACT

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SKILLS

Adobe CC, Sketch, Snag It,
Marvel, Just In Mind, User
Testing, Mobile Test, JIRA, iRise,
HTML, and CSS

TRAINING

Bachelor of Arts in Visual
Communication
Southern Illinois University,
Carbondale IL

Advanced Level of
Multimedia Courses
Learn IT, San Francisco CA

Code for Non-Coders Cert.
Bay Area Video Coalition,
San Francisco CA

SUMMARY

Over a decade of experience in research, strategy, conceptual design, front-end code, and data analysis. I practice user centered design principles basing decisions on user needs and business goals. Recognized for discovering what makes a user 'tick and click' resulting in the development of purposeful user focused design.

WORK EXPERIENCE

Web Dev Service *Freelance UX Designer, 06/16 – Present*

- Developed user profiles, user flow, and wireframes
- Provided the psychological perspective that guided layout decisions
- Developed hypotheses and A/B tested to let science lead the design

Optometry Services *Freelance UX Designer, 09/26 – 12/15*

- Provided user profile, user flow, and mockups
- Conducted photo shoot that produced digital and marketing assets
- Approached strangers to participate in no-budget A/B testing

CPP Innovation Labs *Freelance UX/Visual Designer, 07/15 – 04/16*

- Collaborated with CPP (makers of Myers-Briggs products) and their team to develop a data driven site targeting universities on a national level
- Researched user motivations, produced prototypes with well-rounded interfaces, and evaluated results from a user experience perspective
- Leveraged my knowledge of CSS, HTML, and JavaScript to create executable responsive designs for both student and administration
- Used critical thinking to extract and display visual data

Medical Leave of Absence, Now Resolved *11/14 – 06/16*

Next Wave Logistics, Virtual Office *Senior Web Designer, 01/10 – 11/14*

- Direct sales (SaaS) site redesign: established pain points, user flow, strategy, crossplatform tested, and leveraged assets to create an executable (mobile first) design that dramatically improved the click-to-buy process
- Provided a white glove service daily (using JIRA Agile, Google Docs, Dropbox and Microsoft Lync) to team members located around the globe
- For 4+ years I streamlined processes and environment able to absorb a product line growth of 200%, created campaigns, and directed photo shoots that saved thousands of dollars in billable hours and service fees

Experian Corporation, Schaumburg IL *Web Designer, 10/09 – 04/10*

- As a freelancer, I provided marquee layouts, e-promos, landing pages, and animated banner ads resulting in more clicks and transaction rates

LM2 Advertising Agency, Northbrook IL *Art Director, 01/07 – 03/09*

- Bridged the gap between the web and creative departments, which resulted in more projects and more billable hours
- Seized an opportunity and shadowed the Creative Director; gleaned a realistic perspective on time, resources, and money management
- Provided creative services and client relations resulting in client retention