

Naomi Schilpp | UX Researcher and Designer

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UX researcher and designer specializing in comprehensive user research, creating user experiences, and balancing client objectives with user needs to leverage user-focused and data-driven design for optimized user products.

Experience

Eat for the Earth

(Nov 2023- Current)

UX Researcher and Designer, Content Strategist

- Developed a re-design of an existing website to optimize information architecture and user flow to optimize user experience.
- Established trust with clients through detailed communication and presenting clear deliverables such as design systems, site maps, and quantitative data.
- Successfully strategized and conducted qualitative and quantitative research methods such as competitive analysis, user interviews, and site mapping that informed user-centered design decisions.
- Conducted usability tests and analyzed data to identify areas of improvement. Increasing SUS score by 7 points.

ReMake Project

(Jul 2023- Aug 2023)

UX Designer, Project Manager

- Designed a beautiful and easily digestible interface that optimized content organization to showcase clients' case studies.
- Collaborated with cross-functional partners to establish a uniform and visually appealing design system.
- Improved site accessibility by restructuring information hierarchy, adding alternative text, and implementing best practice color contrast ratios.
- Demonstrated adaptability and enthusiasm by shifting team priorities and following through on data driven initiatives to best fit research scope.

Your Daily

(Jan 2023- Feb 2023)

Lead UX Researcher

- Collaborated with clients, stakeholders, and team members to boost user retention and customer experience of a mobile application through gamification and improved information architecture.
- Created, directed, and analyzed research processes to identify current user pain points and inform design decisions utilizing user interviews and usability testing. Increasing SUS score by 5 points.
- Developed and presented deliverables such as personas, user flows, and journey maps to inform design decisions.
- Established a harmonious relationship between the client's goals and user needs to produce an effective application.

DuoLingo

(Dec 2022)

Lead UX Researcher, Project Manager

- Conceptualized and iterated on a mobile gamification product by creating a competitive analysis, wireframes, and user flows.
- Leveraged user interview and usability testing data to inform design changes resulting in increased user satisfaction and a streamlined user experience.
- Facilitated effective team collaboration by implementing and utilizing Trello, Slack, Google Suite, and Zoom to ensure consistency in client communication and deliverables.

Education

- Calbright College
◦ Certificate of Data Analytics Remote (Aug 2024- Expected Nov 2024)
- General Assembly
◦ Certificate in User Experience Design and Research Remote (Nov 2022- Feb 2023)
- University of California, Santa Cruz
◦ B.S. in Molecular, Cellular, and Developmental Biology Santa Cruz, CA (Sep 2016- Jun 2020)