



Audrey Ferier

UX and visual designer

EXPERIENCE

AUDREY FERIER DESIGN SERVICES

December 2018 - present, Chicago

- I design logos, perform user research concerning the functionality of the product, create wireframes, create icons, forms and other UI elements, perform user interviews concerning the look and feel of the product, while doing all the above, making sure a design system is being created or maintained.
- teaming up with stakeholders, project managers, creative directors, developers, and consultants.
- I maintain and build digital products and new features for existing clients.

DESIGNATION, CHICAGO

UI designer 9/18–10/18

Working closely in a team of three, immersed for 70 hours per week, I worked on multiple UX/UI projects using the agile/scrum methodology. I made moodboards and style tiles, iterated on wireframes provided by the UX team, created and facilitated desirability tests and made prototypes and style guides. I designed user interfaces for two clients:

WEWORK

WeWork is a global network of shared workspaces. WeWork was looking to create a volunteer platform to connect WeWork members. Starting with wireframes delivered by a previous UX team, I designed a responsive website for the volunteering platform. We evaluated the wireframes, performed several rounds of desirability tests, synthesized the results, created moodboards, style tiles, a final hi-fi prototype, a UI kit and a style guide. I presented my work to a panel of design experts.

BONZAH

Bonzah is a car rental insurance app. The client needed a mobile application to improve user engagement. After receiving and reviewing the UX deliverables, performing desirability tests with my team and synthesizing those, I designed a high-fi prototype for the app in three, week-long sprints and worked closely with the client. Finally, I created a style guide

SELECTED PROJECTS

WALGREENS - Creating a design system

Created a design system of all digital touchpoints (website, the applications, social media, advertising). We gathered all existing digital elements, and improved the consistency of the design system as a whole. Created a design system consisting of a style guide and pattern library. (Results available)

CREST CAPITAL MANAGEMENT - Property management company - active project

In close collaboration with the stakeholders I designed a new logo and website. With insights from user testing I created a simple, easy to use website specific for their users. I designed forms and built a responsive website. At the moment still servicing their website. Providing clients with a recognizable brand, and more traction on their website. (Recommendation available)

FAIRBNB - Community powered accommodation platform - active project

Creating mobile, web— and platform design as the only UX designer in collaboration with stakeholder and developers. (Results and recommendation available)

BRICK AND MORTAR - Online platform for small local stores

Performing brainstorming and sketching, creating personas and user flows, scenarios and wireframes to find out the viability and feasibility of this idea, which is my own. (Results available)

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SKILLS

Design

Illustrations and UI graphics • Logo design • User flows • Concept sketches • Wireframes and mock ups with Sketch • Interaction design • Motion design using Flinto • Design systems: style guides and pattern libraries. • Rapid prototyping using Invision and Keynote • Responsive web design • High fidelity mock-ups • Font pairings • Accessible colors

Research

Data analysis • Affinity mapping • A/B testing • Domain analysis • Visual competitive analysis • Desirability testing • Usability testing

Collaboration

Facilitating design critique • Self starter • Detail oriented • Communicative • Flexible

TOOLS

Sketch • InVision • Keynote • Marvel • Illustrator • Photoshop • Zeplin

ACTIVITIES

Languages

Dutch (native) • English (almost fluent) • French (read and write) • German (read and write)

Design community activity

- Portfolio reviewer at 'AIGA Test flight student portfolio review', april 2019
- Participated in a 11 week AIGA workshop, creating a design system for Walgreens.

EDUCATION

Designation.io Chicago

UX designer (certificate) april 2018 - augustus 2018

Udemy

Sketch certificate

University of Amsterdam

Faculty of Law, Minor, Human rights and International law (2003–2012)

Summerschool entrepreneurship ABN AMRO Amsterdam

Selected among 600+ applicants as one of the 32 participants (2006)