

# VICTORIA RAMSDELL

Associate UX DESIGNER

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Dothan, US-AL, 36303, US

## Work Experience

### TRAVELING SHIFT LEAD

Sep 2023 - Present

WALGREENS

- Inform clients on ways to save, utilizing paper and digital coupons, ensuring customers receive desired merchandise either in-store or online in a timely fashion, delivering value to clients and stakeholders
- Improve store layout with key stakeholders to establish a more understandable shopping experience through a visual merchandising strategy increasing customer satisfaction rating by 12% in the last quarter
- Integrate notice campaigns to clarify sales/savings opportunities for the main store/pharmacy achieving 100% quarterly sales goals in all departments
- Align all team members on customer satisfaction goals through training and development meetings increasing employee understanding and confidence in company standards
- Recommend quality products to clients based on individual needs/problems ensuring clients are satisfied

### UX DESIGNER

Nov 2022 - Present

FREELANCE - Dothan Leisure Services, CareerFoundry

- Conduct and assemble meticulous qualitative research by auditing competitive market, interviewing users and formulating personas, creating a research foundation to design from
- Orchestrate the end-to-end UX of the wellness management mobile app by utilizing the design thinking method to increase habit tracking and other wellness features
- Utilize user-centric design methods and mobile-first approach to produce a responsive web app for peer to peer learning, student networking, and project support
- Collaborate with key stakeholders to align early and often, working in agile to create products Analyze data and research to design to simplify user flows and user understanding of Dothan Leisure Services Pickleball Landing Page, increasing website traffic by 42%
- Maintained and updated a comprehensive Digital Portfolio showcasing user interface designs and UX research findings

### EDUCATOR

Aug 2021 - Sep 2023

DOTHAN CITY SCHOOLS

- Informed students on curriculum through whiteboarding, speaking and copying speech, and kinesthetic learning to incorporate multiple ways of learning for all learning types
- Established a visual behavioral expectation chart, enforcing it verbally, to ensure a predictable and expected pattern of behavior for students to follow
- Customized lessons for individual students based on need, collaborating with parents and faculty to adhere to all student IEP documentation, ensuring student success in curriculum each quarter
- Established a digital home for student documentation (learning materials, due dates, class expectations, syllabi, etc) through parent and staff collaboration, resulting in higher submission ratings, more accurate GPA and lowering student confusion.

### STUDENT AMBASSADOR

Aug 2019 - May 2021

ORAL ROBERTS UNIVERSITY

- Informed prospective students on University Offerings through versatile, customized student tours, giving students valuable time and attention to assess their University requirements and how ORU meets their needs.

- Established both digital and in-person feedback sessions for prospective students to share user feedback for analysis, resulting in better experiences for students and increased enrollment.
- Updated digital prospective student profiles to highlight individual user needs for tours, overnight stays and overall campus experience, increasing student enrollment and satisfaction.
- Coordinated with stakeholders on-campus events that included prospective students to offer a more customized, all-inclusive experience, increasing student enrollment.
- Aligned cross-functional teams on data-driven best practices for student experience for a more seamless student experience throughout departments.

## **OPERATIONS MANAGER**

Oct 2015 - Dec 2018

*CHICK-FIL-A*

- Collaborated with Corporate Management to implement the Aloha Independent POS system flow into store, regularly receiving feedback on performance and revising flow, ultimately increasing rush hour sales by 66%
- Unified Upper Management together on updated policies regarding Referrals and Early-Training Program, allowing staff interested in joining the Leadership Development Academy the chance to do so successfully, decreasing turn-over rates by 12%
- Streamlined and maintained inventory management process by introducing and utilizing Jolt Software, increasing the accuracy of all inventory numbers and minimizing shrinkages
- Collaborated cross-functionality with key stakeholders to ensure consistent messaging, service and product offerings to assist in user familiarity of product and predictability of service.

## **Core Skills**

Relationship Building, Wireframes, Design Systems, Personas, User Flows, Prototyping, Attention to detail, Advocacy, Innovative, Typography, Distilling, User Research, Curiosity, Good communicator, Honesty & Integrity, Confidence, Inspire Others, Resilience, Emotional Intelligence, Figma, Marvel, Adobe Photoshop, Adobe XD, Slack, Google Suites, Teams, Graphic Design, Information Architecture, Human Factors, Interactive Design, Strategic Design, Highly Adaptive, Eagerness To Learn, Effective Communication, Creative, Focused

## **Education**

**ORAL ROBERTS UNIVERSITY**

**Bachelor of Science** Psychology

## **Languages**

**HTML/CSS, Javascript**

## **Certificates**

**UX Designer**

*CareerFoundry*