



Siri Preston

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*I'm a UX designer with a huge crush on UI.
Having started in customer service and marketing, my user-centered approach is backed by years of studying human behavior in the wild.*

Skills

UX

Research
Rapid prototyping
User modeling
Task flow mapping
Info architecture
Wireframing
Usability testing

UI

Hi-fi mockups
Style conventions
Prototyping
Material Design

Tools

Proficient

Sketch
Illustrator
Axure
Photoshop

Intermediate

Proto.io
InVision
Google Analytics

Exploring

HTML5
CSS

Work Experience

UX Designer

ONE20 // Minneapolis // 2017-Present

I'm deepening my knowledge of product design as both the User Experience and User Interface Designer for the ONE20 mobile and web-based applications.

I balance the ever-changing needs of multiple product teams who are in various stages of development.

I facilitate collaboration across disciplines to discover solutions that balance the goals of both the business and our users.

I see projects through from research, to UI design and into development under aggressive timelines using lean design methodologies.

UX Designer

DESIGNATION // Chicago // 2016-2017

I developed my agile design process by collaborating on projects from detailed research through to mid-fidelity prototypes and testing. Practicing my user-centered design approach, I completed mobile and web projects for clients.

Client: ShedWool – A free, cloud-based staff scheduling software looking to restructure their IA and increase usability of their employee facing application. My team delivered a product that met the user's mental model and decreased time on all key tasks.

Client: Bibi – A social application looking to provide a unique approach to digital gift-giving. My team developed user interactions that reduced friction in the checkout process and provided moments of delight in social sharing.

Sales Coordinator

Dero // Minneapolis // 2014-2016

I consistently met internal sales goals and exceeded productivity KPIs while using my knowledge of the industry and active listening skills to meet customer needs.

Shift Lead

Peet's Coffee and Tea // Palo Alto // 2013-2014

I effectively communicated with teammates, to improve quality, consistency, and speed of service to meet corporate goals and provide personal customer experiences.

Marketing Director

CI Sport // Fargo // 2012-2013

I balanced client and company needs in order to create clothing lines and visual marketing material that met both the client's vision and company budgetary goals.

Education

BA Studio Art

Concordia College // Moorhead

Emphasis in ceramics and printmaking
Graduated Summa Cum Laude
7 time Dean's List