

# Ariel Tyndell

User Experience Designer / Product Designer

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**Password:** ux2022!

**Summary:** I'm a versatile designer with over 9 years of experience and skills ranging from UX strategy to visual design. I specialize in defining the User Experience for SaaS products, responsive websites, and mobile applications from research and concept development to wireframing, prototyping, and crafting pixel-perfect designs. My passion lies in leveraging my diverse skill set to create solutions that meet business and user needs while being accessible and inclusive for all.

## Professional Experience

MODUS AGENCY (REMOTE)

**Senior User Experience Designer** June 2022 — Present

- Promoted from User Experience Designer
- Analyzed user needs and business objectives via stakeholder interviews, user interviews, and secondary research to define UX strategy.
- Built user personas, user flows, sitemaps, wireframes and clickable prototypes for SaaS products as well as mobile applications and marketing websites.
- Conducted site and content audits of existing experiences to provide UX guidance and user accessibility recommendations.
- Collaborated with UI designers to maintain design systems in implementing new product features.
- Built and maintained robust design systems utilizing the latest Figma developments to maximize efficiency and organization.
- Worked closely with developers to ensure that all proposed features could be built on time and on budget, and made tweaks to fit within existing frameworks.
- Presented wireframes and prototypes to clients, articulating the value of the concept for the user and for the business.

REVIVE AGENCY (REMOTE)

**Jr. User Experience Designer** May 2021 — May 2022

- Developed clean, efficient designs from conceptualization through implementation, with an emphasis on overall user experience.
- Facilitated co-design workshops with internal discipline teams to define target audience needs and create a deeper understanding of the user.
- Turned user requirements and complex business problems into usable designs in collaboration with both internal and external stakeholders.
- Conducted stakeholder and user research to gather insights that drove UX strategy.
- Created personas, user flows, sitemaps and wireframes to detail users' experiences and interaction specifications.

**Jr. Art Director** Feb 2019 — Apr 2021

- Sketched, wireframed, and designed mobile applications, landing pages and marketing websites.
- Developed brand identity assets from brand mark to print and digital collateral.
- Concepted multichannel campaign creative for new business pitches based on strategic creative briefs.

## AMERICAN ADDICTION CENTERS (BRENTWOOD, TN)

### Senior Graphic Designer Apr 2016 — Dec 2018

- Designed cohesive and engaging collateral to promote the AAC brand across channels.
- Oversaw a major rebranding effort to drive the business toward a new demographic.

## CASTLE VENTURE GROUP (MOUNT JULIET, TN)

### Graphic Designer May 2015 — Feb 2016

- Utilized HTML and CSS Skills to design and maintain company websites.
- Designed brand identities and promotional materials for multiple new ventures.

## Education

### MIDDLE TENNESSEE STATE UNIVERSITY

### Bachelor of Fine Arts, Graphic Design 2015

## Software

- Figma
- Axure
- Sketch
- Miro
- Webflow
- Illustrator
- Photoshop
- HTML/CSS
- Wordpress

## Skills

- User-Centered Design
- Design Thinking
- Wireframing
- Prototyping
- Journey Mapping
- User Research
- Visual Design
- Usability Testing
- Information Architecture