

Margo Conner

UX/UI Designer

CONTACT

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SKILLS

Design

Product Design
User Experience Design
User Interface Design
Interaction Design
Responsive Web Design

Methods

Wireframing
Prototyping
User Research
Usability Testing
UX Metrics
Information Architecture

Tools

Sketch
InVision
Adobe Creative Suite
Abstract & Git
HTML
CSS3/Sass
Javascript & jQuery

EDUCATION

Lewis & Clark College

B.A. International Affairs
Art Minor
Graduated: May 2012
*graduated magna cum laude with
departmental honors*

WORK EXPERIENCE

Product UI/UX Designer

Cascade Energy | October 2018 -

- Plan and design customer-facing and admin features for SENSEI, an enterprise SaaS application, working from user research, flows, and sketches to InVision prototypes.
- Introduce organizational processes around user research and feedback, analytics tracking, design hand-offs, and review.
- Audit existing application for usability and accessibility using UX heuristics. Document issues, then rebuild design system and user flows. Work with developers on accessible code standards.

Product Designer

Appearance | April 2018 - October 2018

- Synthesized user research findings, technical requirements, business goals, and UX best practices to design usable and delightful experiences for Appearance's SaaS application, Foureyes.
- Created new feature deliverables including user flows, wireframes, and high-fidelity prototypes, validating design choices with stakeholders and users then working through developer hand-offs.
- Planned and conducted user research and usability testing, then used findings to iterate on designs.
- Identified and analyzed usability metrics to assess design success.

Interactive Designer

Appearance | March 2016 - March 2018

- Created information architecture, wireframes, high-fidelity comps, and interactive prototypes for client websites and internal products.
- Combined user research, marketing strategy, and competitive analysis to create engaging web and app experiences that drove conversion while embodying accessibility and usability principles.
- Led design discovery meetings and exercises with clients and internal design team meetings.

Web Designer & Communications Specialist

The Xerces Society | 2013 - 2016

- Designed and built new websites while improving existing ones, working from research and low-fidelity designs to development.
- Created branding and style guidelines and designed publications, reports, and other resources.