

Corrie O'Brien

portfolio: corrieobrien.com

Education:

University of California Davis
BA in Design with Minor in English

Ux Institute through Glasgow University
AA in User Experience

Work Experience:

Project and Event Coordinator

Nonprofit Light and Water - Current Position

- Coordinate exciting events (some recurring) catered to the underserved communities of Sacramento such as large group meditations, career and creative conferences, and micro festivals.
- Lead team meetings to develop well thought out, actionable schedules in preparation for all events.
- Outreach, book, and schedule a variety of event relevant musical artists, educational speakers, and vendors including developing and maintaining great relationships with repeat vendors.
- Attend or be otherwise accessible during event hours to resolve any issues that arise day of.
- Develop marketing and social media plans to drive viewership to our sites and increase the outreach of our programs.

Web and Content Designer

Ansync Labs - February 2022 to September 2022

- Modernized the company brand including redesigning the logo, business cards, packaging, and digital presence.
- Designed and programmed visual elements of the public facing and internal sites (HTML/Bootstrap) and migrated existing elements from Bootstrap 3 to 5.
- Updated SEO content and ran ad campaigns increasing weekly visitors by 300% and condensing viewership to target regions.
- Updated 35+ internal applications to be more user friendly by improving hierarchy, alignment, and overall visual appearance.
- Collaborated with the software team to integrate design best practices early on in the development process and encourage high-quality, intuitive interfaces even with minimum viable products.
- Filmed and edited a 6 video series depicting the variety of projects Ansync develops.

UX Design Intern

EDU Coin - January 2022 to June 2022

- Iterated and prototyped up to medium fidelity for the interface design of the marketplace and student account pages.
- Created and maintained an asset library of over 300 custom, branded UI elements including buttons and icons.
- Assisted in procuring and vetting potential product testers and ran research sessions involving user interviews and A/B testing.
- Onboarded incoming interns and introduced them to the EDUCoin mission and brand.
- Chose the mascot!

Creative Director

Lujo Media Group - December 2020 to February 2022

- Oversaw and assisted in the production and quality of all graphic content including logos, layouts, icons, and advertisements.
- Designed and maintained the company site using GoDaddy including creating custom elements (HTML/CSS).
- Researched over 60 sponsors and clients in order to develop accurate advertisements and other marketing campaigns.
- Conducted 2-5 interviews per week with persons of interest such as celebrities, political figures, and local talent in order to research and write original editorial content about current events.

Club President and Team Manager

UC Davis Taekwondo - July 2019 to June 2021

- Increased involvement records by 112% (2019): 45 team athletes, 80 club members, 142 total signups.
- Organized, advertised, and ran a tournament with 344 competitors, over 500 spectators, and 55 volunteer staff which earned a record income of \$30,000 (previous record \$19,000).
- Successfully transitioned the club to an online format and continued obtaining new members during Covid.
- Adjusted practice methods to align with Covid guidelines including providing online and non-contact options when in-person participation returned.

Skills and Tools:

Development Tools

- Git, Git Lab, and GitHub
- Adobe Suite
 - Illustrator
 - Adobe XD
 - Photoshop
 - Premiere Pro
- Figma
- Wordpress, Wix, Editor X, Squarespace
- Google Analytics, Marketo, Mail Chimp

Hard Skills

- User Research
 - Interviewing
 - A/B Testing
- Interface Design, User Experience
- Wireframing and Prototyping
- HTML5, CSS, Bootstrap
- Search Engine Optimization
- Photography, Videography, Editing
- Copywriting, Editing, Formatting
- Marketing

Soft Skills

- Efficient and Calculated Planner
- Comfortable in Leadership Roles
- Creative Problem Solver
- Detail Obsessed
- Optimistic and Encouraging
- Conversationalist
- Occasional Comedian