

Summer VanPay

UX/UI Designer | Graphic Designer

www.summervp.com
summervanpay@gmail.com
(920) 264-6806
De Pere, WI | Remote

EXPERIENCE

Remote (De Pere, WI)

Beacon Media + Marketing | Sept. 2022 - Present

Lead UX/UI Designer

I work in a collaborative environment of UX writers, marketing strategists, account managers, graphic designers, and developers. In addition to my UX tasks, I participate in brainstorming, client onboarding, and facilitate project management meetings. As the first component to every web project, it is my job to lay the framework for a project to set my team up for success.

- Design high-converting user interfaces
- Prototype responsive websites using Adobe Xd and Figma
- Conduct UX audits
- Analyze research from marketing decks and mouseflow user data
- Establish information architecture through sitemaps and wireframes
- Present high-fidelity prototypes to stakeholders
- Ensure all web products follow WCAG design guidelines

Remote (De Pere, WI)

wpDuo | Sept. 2020 - Sept. 2022

Designer & Support Specialist

My team utilized an agile format, this allowed us to customize the project process to best align with client needs. I helped facilitate account management while designing web products, supported our graphic design department, and performed daily maintenance and small edits for our WordPress websites.

- Prototype responsive websites and apps using Adobe Xd
- Conduct UX research
- Present high-fidelity prototypes to stakeholders
- Communicate with clients to ensure project progress and approval
- Monitor our support inbox for WordPress website updates/issues
- Create a variety of graphic design deliverables (digital & print)

UX/UI Design Awards & Recognitions

The Communicator Awards

Tides Mental Health | tidesmentalhealth.com

Features-Visual Appeal - Aesthetic, Excellence 2024
Features-User Experience, Distinction 2024
General-Health & Wellness, Excellence 2024

Ellie Mental Health | elliementalhealth.com

Features-Structure and Navigation, Distinction 2023
General-Health & Wellness, Distinction 2023
Features-User Experience, Distinction 2023

Mills Roofing Inc | millsroofinginc.com

General-Construction, Distinction 2024
Features-User Experience, Distinction 2024

EDUCATION

University of Wisconsin - Eau Claire

Bachelor of Science | Sept 2016 - Graduated May 2020

Studio Art - Graphic Design Major
Environmental, Culture, and Society Minor

Google UX Design Certificate

June 2022 - January 2024

Learned how to conduct user research, identify user pain points, wireframe, utilize usability studies, create prototypes in Figma, and more.

TOOLS

Adobe Xd	Asana
Figma	Slack
Adobe Illustrator	Google Meet
Adobe Photoshop	Google Suites
Adobe InDesign	Dropbox
Adobe Acrobat	MailChimp
WordPress	Content Snare
HTML5 and CSS3	Flywheel
HotJar Heat Mapping	Help Scout
Mouseflow	Zoom

SKILLS

Mobile-first Approach
Design & Prototype Websites and Mobile Apps
Analyze User Research
WCAG Guidelines
Branding
Information Architecture
Facilitate Client Interactions
Project Management
Collaborate with Engineers, UX Writers, and Project Managers
Communicate Ideas Clearly