

# Stacey Berglind

## User Experience Designer

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LinkedIn.com/in/staceyberglind

*Currently residing in the*

*Greater Seattle Area*

## Expertise

### Skills

UX Design (UXD)

UI Design (UI)

UX Research & Testing (UXR)

Information Architecture (IA)

Interaction Design (IxD)

UX Writing

Prototyping

DesignOps (design operations)

Branding & Design Systems

Accessibility

### Tools

Adobe Suite

Figma, Sketch, and XD

Google Analytics

WordPress

CSS

HTML

JavaScript

Git

...and always open to

learning more

## Education

### Web Design and Interactive Media

#### Bachelors of Science

**2005-2009**

The Art Institute of

San Diego, CA

## Experience

**University of Washington** **2018 – Present** | Seattle, WA

### Sr. UX Designer at the Office of Research Information Services

- Defining product concepts, information architecture, and UX design of the university's enterprise application for grant creation and management, helping researchers manage \$1.6B in funding.
- Collaborating on user research strategy and analysis to create data-driven design decisions and help define the product's MVP.
- Streamlining DesignOps and design system, improving collaboration and communication with developers, customer experience, and business analysts.

### Lead UX and Visual Designer at Cultivate Learning

- Pioneered user-centered design processes and user research strategies to design and develop B2C and B2B websites, digital libraries, and online learning resources with data-driven design decisions.
- Collaborated with other designers, researchers, content developers, engineers, leadership, and external stakeholders to lead the research, design, and development efforts of websites.
- Established and managed brand identities, design systems, templates, and general DesignOps for web designers, graphic designers, instructional designers, and content developers.

**Brown University** **2014 – 2018** | Providence, RI

### Web Designer at the Division of Advancement

- Designed an enterprise system during a database conversion: Modernized the Advancement Gift experience, Alumni Website, and Alumni Portal that included improving user-managed profiles and adding features like a directory search connecting 90,000+ alumni, and an event and email management system (creation and subscriptions) that simplified processes for more than 100 alumni clubs across the globe.
- Developed university-wide visual identities and design systems.

**The City Church** **2011 – 2014** | San Diego, CA

### Design and Media Director

- Designed UX experience and front-end development of the church, ministries, and accredited bible college websites.
- Led a team of volunteers, interns, staff members, and freelancers to create digital experiences, websites, videos, and print materials for special events, ministries, and weekly services.

**Victory Team Apparel** **2009 – 2011** | San Diego, CA

### Web Designer

- Designed the UX experience and interface design as well as front-end development of e-commerce websites, landing pages, and micro-sites, increasing email list conversions and sales.