

# Emilie Thaler

Experience & Interaction Designer

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## WORK EXPERIENCE

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**MICROSOFT** *July 2015 - Present*

### Product Designer

- + Led design and delivery of 3D Effects feature within Microsoft Photos Video Editor
- + Organized and managed daily user testing of product amongst 50 team members
- + Improved pipeline for gate presentation and documentation workflow to bring transparency to process and research
- + Owned and managed interview process for user research
- + Facilitated design research process for app ideation and concepting phases
- + Designed complete icon language revision for productivity app
- + Rapidly prototyped AR experiences with art and engineering as design owner

**APPTIO** *June 2014 - September 2014*

### Product Design Intern

- + Collaborated with the engineering team to develop the UX/UI for internal financial data benchmarking web application
- + Researched/prototyped solutions for the customer directory and company intranet
- + Designed surveys, card sorts, and user experience solutions for internal products
- + Conducted one-on-one user interviews
- + Assisted in general design tasks

**CAPITOL MEDIA** *January 2013 - October 2013*

### Web Producer

- + Managed website redesign and content strategy as project lead of local NPO (resulting in an increase in online donations)
- + Conducted both user and competitive research for new businesses
- + Managed client relationships & contract negotiations
- + Developed sitemaps, wireframes, and information architecture for sites
- + Built the front-end and back-end of websites using SilverStripe and WordPress
- + Conducted general usability and quality assurance testing

**FREELANCE** *July 2012 - Present*

### Designer & Developer

- + Worked with small businesses and startups to develop branding & identity
- + Developed application prototypes and static, WordPress, and SilverStripe marketing websites

## FREELANCE PROJECTS

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**BINDLE** *April 2015 (Startup Weekend)*

### User-centered Designer

- + Conducted in-person interviews and designed surveys
- + Distilled survey results into actionable personas and customer goals
- + Developed user interface mockup for onboarding and data visualization pages

**MONICA'S HAMMER** *May 2014 - December 2014*

### User Experience & Graphic Designer

- + Created brand guidelines including logo, color palette, and imagery examples
- + Designed and developed web interface for project collaboration
- + Designed business plan

## SKILLS & TOOLS

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### USER EXPERIENCE

User research, prototyping, design psychology, content strategy, information architecture

### DESIGN

Mobile design, web design, interaction design, branding & identity, layout, typography, environmental graphics, augmented reality design

### DEVELOPMENT FLUENCIES

HTML, CSS, SASS, JavaScript, jQuery, D3, Framer.js, Bootstrap, PHP, MySQL, WordPress, SilverStripe, Kirby, Git & GitHub

### SOFTWARE & APPLICATIONS

Axure, Balsamiq, OmniGraffle, Sketch, Photoshop, Illustrator, InDesign, InVision, Marvel

### BUSINESS

Project management, agile, brand strategy

## EDUCATION

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### SEATTLE CENTRAL CREATIVE ACADEMY

*September 2013 - June 2015*  
Graphic Design, A.A.S.

### UNIVERSITY OF WASHINGTON

*September 2012 - June 2013*  
Web Technologies, Certificate

### UNIVERSITY OF WASHINGTON

*June 2010 - June 2012*  
Psychology, B.A.