

# Stephanie Sell

## UX Designer

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### PROJECTS

#### **Lead UX Architect for USA TODAY NETWORK's Elections 2016 Responsive Websites**

- Gathered requirements and created user flows, sitemaps, sketches, wireframes, wireflows, and functional specs
- Built and presented prototypes to stakeholders to demo how the experience would function
- Facilitated and coordinated user testing, analyzed the data, and presented findings to key stakeholders

#### **Lead UX Architect for USA TODAY NETWORK's Virtual Reality Experiences**

- Led the user experience architecture for VR Stories, USA TODAY's mobile app and Google Daydream experience
- Created user flows, sketches, wireframes, and functional specs
- Pioneered user testing for VR by creating a workflow for how to capture user testing while in a virtual space

#### **Lead Designer for PathNorth's Digital and Print Products**

- Led all design projects from initial requirements gathering through product delivery
- Designed multiple event registration websites and email templates
- Created digital and print design materials

### EMPLOYMENT

**Associate UX Architect, USA TODAY NETWORK**  
McLean, VA | *November 2015 - Present*

**UX Design Teaching Assistant, General Assembly**  
Washington, DC | *December 2015 - April 2016*

**Director of Design & Membership, PathNorth, Inc.**  
Washington, DC | *September 2014 - June 2015*

**Media Manager, PathNorth, Inc.**  
Washington, DC | *May 2014 - September 2014*

**Media and Events Assistant, PathNorth, Inc.**  
Washington, DC | *November 2011 - May 2014*

### skills.

Wireframing  
Information Architecture  
User Research  
Visual Design  
Prototyping  
User Testing  
Competitive Analysis  
Persona Development  
Requirements Gathering

### tools.

Sketch  
Zeplin  
InVision  
Axure RP  
Adobe Illustrator  
Adobe Photoshop

### education.

*User Experience Design Immersive Program*  
General Assembly, 2015

*Political Science, B.A.*  
*Media & Comm. Certificate*  
Magna Cum Laude  
University of Maryland,  
Baltimore County