

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