Emilia Edwards

UX Design | Product Design | Research

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Portfolio: https://ux.emiliaedwards.com/portfolio

Product and User Experience Designer with an MS in Human-Computer Interaction and a background in visual art, teaching, and production printing. Strong visual and verbal communicator with a 15-year history of sales and customer service in the hospitality industry and one year of experience in a UX role creating the client interface for a B2B SaaS startup.

WORK EXPERIENCE

UX/UI Design Intern   Jun 2020 – Jun 2021
Shamrck | Remote

Shamrck is an early-stage B2B startup focused on enterprise web content management in WordPress

- Improved customizability for enterprise users and boosted retention rates by analyzing quantitative and qualitative user data, including customer feedback and metrics, to inform and design the first iteration of a web content management user interface

- Designed user interface and information architecture of the client dashboard experience by building Figma prototypes and iterating based on data from client support tickets and performance metrics

- Restructured subscription pricing page of website in response to client feedback. Increased new user registration and decreased exit rate by designing an interactive cost calculator to address user perception of value and pricing transparency

- Standardized company-wide visual design specifications, ensuring a consistent online branding presence, by building a set of style guides in Figma

Course Assistant   Jan 2021 – Jun 2021
Drexel University Department of Information Science | Philadelphia, PA

- Supported professor of online User Experience Research graduate course by communicating with students about lessons covering data collection and research ethics. Provided feedback for projects focused on gathering and analyzing data through a variety of user research and testing methods

- Increased student engagement during remote learning by facilitating online class exercises and discussions. Located resources, answered technical and conceptual questions, graded assignments

Server   Jun 2016 – Present
Oyster House Restaurant | Philadelphia, PA

- Create memorable experiences for guests by anticipating needs and adapting to situational constraints while selling between $2k and $5k of product each night

- Increase restaurant revenue by optimizing table turn times while maintaining high standards of service

Post Graduate Apprentice   Feb 2013 – May 2013

Fabric Workshop and Museum | Philadelphia, PA

- Collaborated with production team to fabricate components for large-scale art installations. Brought visiting artists' concepts to life by printing and preparing work for exhibition

- Designed and screen-printed original fabric yardage patterns for contribution to permanent collection

- Increased public visibility of exhibitions and workshops by facilitating visitor access to galleries, giving tours, and answering questions

Instructor of Record & Teaching Assistant   Sep 2009 – Jan 2011

Printmaking Department Rhode Island School of Design | Providence, RI

- Introduced silkscreen, sequential art, and bookmaking methods to undergraduate and graduate students by developing and teaching 6-week course focusing on narrative content in printmaking

- Expanded student understanding of complex techniques by giving step-by-step demonstrations during 5 semester-long courses. Assisted students with conceptual and technical execution of projects

PROJECTS

Health information accessibility for food service industry workers   Feb 2021 – May 2021

Capstone Project MS in HCI | Drexel University Department of Information Science | Philadelphia, PA

- Planned and conducted generative and qualitative user research to design a digital product addressing gaps in the accessibility of health-related information for food service workers. Developed requirements for a mobile digital product based on potential user needs and constraints

- Gathered rich qualitative data using a heterogeneous sampling recruitment method and conducting semi-structured interviews. Built interactive chatbot prototype to test a proposed product design and gather feedback from target users

- Analyzed 7 hours of interview transcripts using open coding to identify recurrent themes and patterns. Synthesized findings into actionable research determining content, scope, and iterative design recommendations for a proposed chatbot app

EDUCATION

MSI Human-Computer Interaction | Drexel University | Philadelphia, PA

Capstone: Health Information Accessibility for Food Service Industry Workers

MFA Printmaking | Rhode Island School of Design | Providence, RI

Collegiate Teaching Certificate, Sheridan Center for Teaching and Learning, Brown University

Academic Honors & Graduate Fellowship

MFA thesis work acquired by Museum of Art, Rhode Island School of Design

BFA Visual Art | Carnegie Mellon University | Pittsburgh, PA

University Honors & College of Fine Arts Dean's List

SKILLS

User Experience Design

Agile Methodology, Content Strategy, Data Visualization, Design Systems, Graphic Design, Information Architecture, Interactive Prototyping, Journey Mapping, Responsive Design, Storyboarding, User Flows, User Interface Design, Web Content Accessibility Guidelines (WCAG)

Research

A/B Testing, Card Sorting, Competitive Audits, Contextual Inquiry, Data Analysis & Synthesis, Diary Studies, Heuristic Analysis, Interviews, Personas, Qualitative Analysis, Surveys, Usability Testing

TOOLS

Visual Design Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Canva

UX & Research Figma & FigJam, Sketch, Balsamiq, Miro, Qualtrics, Asana, Useberry, Maze, UserTesting, Optimal Workshop, Google Workspace

Web HTML, CSS, XML, Google Analytics, Webflow