

# Cheryl Paulsen

+61 0450 883 035 | info@cherylpaulsen.com  
www.cherylpaulsen.com

## a little bit about me...

October 2016

I am a UX designer with over 8 years experience in digital and visual design. In the past 2 years, I have focussed strongly on customer experience and user centred design. My skills and expertise include digital and user interface (UI) design, user experience (UX) design, interaction design, user research, data analysis, prototyping, usability testing, accessibility, service design, and visual design. I have frequently worked within agile (scrum) and continuous delivery approaches.

I have experience across a diverse range of industries including commercial, financial, government, skilled trade, and not-for-profit. I have worked in agencies both small and large, and with brands ranging from independent startups to global institutions.

In addition to my design qualifications and experience, I also have an Undergraduate Degree in Psychology. I believe that users' interactions with technology should be simple, intuitive and pleasurable: to achieve this, it is crucial to include the user in the design process. I believe research, testing, and design iteration are the key to uncovering users' behaviours, motivations and needs. I strive to deliver high quality, user centered solutions that combine business objectives with user needs.

I look forward to hearing from you.



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## Skills

Axure  
InVision  
Photoshop  
Illustrator  
InDesign  
UX Pin  
Glify  
HTML5  
CSS3  
jQuery  
Bootstrap  
Dreamweaver  
Quark XPress  
MS Office  
Acrobat  
Distiller  
Confluence  
JIRA

Digital and user interface (UI) design, user experience (UX) design, interaction design, user research, data analysis, prototyping, usability testing, accessibility, service design, visual design, agile (scrum), and continuous delivery.

## Education

<b>USER EXPERIENCE DESIGN</b> General Assembly Melbourne, Australia	2015
<b>GRAPHIC DESIGN FOR PRINT &amp; WEB</b> Humber College Toronto, Canada	2010
<b>HONOURS BACHELOR OF SCIENCE DEGREE (PSYCHOLOGY)</b> University of Toronto, Canada	2006

## Experience

**USER EXPERIENCE (UX) CONSULTANT**  
HeathWallace, Melbourne July 2015 – Present

As a UX Consultant, I provide end-to-end UX for clients' including research, data analysis, design and prototyping, user testing and delivery support. Balancing the needs of the customer with those of the business, I translate research insights into memorable digital experiences. My responsibilities include:

- Ascertaining requirements from stakeholders including business, technology and product managers
- Defining an appropriate methodology and approach based on user-centered design techniques
- Planning, scoping and facilitating research activities for gathering user insights
- Working collaboratively with the product owner, project manager, sponsor and cross-functional team
- Visualising concepts quickly and cleanly through site-maps, user-journeys, sketches, wireframes and interactive prototypes
- Planning and facilitating usability testing of varied methodologies (guerilla to formal)
- Developing information architectures, personas, storyboards, and service design blueprints
- Presenting, discussing and managing feedback of proposed solutions with client teams
- Supporting the delivery team throughout development to ensure high standards of design across the project life-cycle
- Guiding the aesthetic direction and visual design of a product's user interface or features

### UI DESIGNER & FRONT-END DEVELOPER (FREELANCE)

Bravo Tango Bravo Advertising, Melbourne January 2015 – March 2015

Engaged as a freelance UI designer and FED, my primary role was to finalise the build of a client's e-commerce site already in production. In addition to development, I provided ongoing design expertise to ensure the integrity of the brand was maintained in this new digital channel. My responsibilities included:

- Maintaining a detailed understanding of web-based technologies including HTML, CSS, jQuery, Bootstrap and WordPress
- Updating the mySQL database and products listing within the WooCommerce platform
- Implementing style and content changes requested by the client while ensuring brand alignment
- Performing regular content updates to other client sites
- Developing new UI concepts for potential clients and explaining design rationale
- Executing design of print collateral and preparing files for press

### SENIOR UI & PRODUCTION DESIGNER (CONTRACT)

The Creative Factory, Melbourne July 2014 – December 2014

As the senior UI and production designer, I contributed to the art direction and visual interpretation of clients' brands to deliver visually compelling experiences across digital and print. I also assisted our UX Lead in the execution of personas, user journeys, site maps, and wireframes. My responsibilities included:

- Articulating and executing creative briefs with a great attention to detail
- Conceptualising and designing brand-consistent, attractive and meaningful user interfaces
- Delivering responsive web and app-based mobile designs (iOS and Android)
- Supporting the implementation of the customer experience as defined by the UX Lead
- Executing cross-channel marketing collateral such as flyers, microsites, in-store displays, EDMs and remarketing ads
- Contributing to the ongoing evolution of client brands and style guides

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## Experience (continued)

### FREELANCE WEB DESIGNER & FRONT-END DEVELOPER

[www.cherylpaulsen.com](http://www.cherylpaulsen.com), Toronto

February 2014 – May 2014

As a freelance web designer and FED, I engaged directly with clients to define and execute digital strategies that would deliver on their specific needs. I provided strategic visual design services as well as full webmaster duties including ongoing maintenance and support. My responsibilities included:

- Defining and executing digital strategies to service specific client needs
- Maintaining a detailed understanding of web-based technologies including HTML, CSS, jQuery, Bootstrap and WordPress
- Conceptualising and executing visual designs, presenting to clients and explaining design rationale
- Delivering fully responsive websites built on the WordPress CMS
- Understanding cross-browser compatibility challenge and how to work around them
- Accurately scoping, quoting, and invoicing client projects
- Sustaining effective time management skills and delivering projects on time and on budget

### SENIOR WEB & PRODUCTION DESIGNER

Sutton Compliance Communications, Toronto

October 2012 – January 2014

As the senior web and production designer, I created digital and printed solutions that elevated clients' brand reach and increased awareness of their products, services, and features. As the majority of our clients were publicly listed on the Toronto-Montreal Stock Exchange (TMX), great care and attention to detail was required to ensure disclosure policy compliance. My responsibilities included:

- Maintaining a detailed understanding of web-based technologies including HTML, CSS, jQuery, Bootstrap, WordPress, and the agency's own proprietary CMS
- Understanding cross-browser compatibility challenges and how to work around them
- Ability to take brief from concept through to finished art, for both print and digital in an efficient manner
- Designing UI's for both responsive web and mobile and executing the development build
- Staying relevant and abreast of industry trends and influences in technology and standards
- Executing design and type setting of print collateral and preparing for press
- Completing work to tight deadlines while ensuring a high level of quality
- Operating in compliance with heavily regulated policies
- Ensuring all designs are policy compliant and in line with industry regulations

### JUNIOR GRAPHIC DESIGNER & PRODUCTION ARTIST

TMX Equicom, Toronto

December 2010 – October 2012

As a junior graphic designer, I worked under the care of award-winning art directors to create compelling design solutions that articulated client stories. I provided comprehensive design across both print and digital channels, with a focus on communicating the client narrative to prospective investors. My responsibilities included:

- Conceptualising and executing visual designs for both print and digital
- Collaborating in concept development and design iterations
- Preparing print files for press, liaising with printer and attending press approvals
- Managing internal and external account relationships
- Ensuring a high level of quality while delivering work under pressure and tight deadlines
- Designing in line with brand and style guides and rolling out across print and digital mediums
- Possessing expert knowledge in typography, composition, layout, web and responsive design

## References

References with contact details available.

Online portfolio at: [www.cherylpaulsen.com](http://www.cherylpaulsen.com)