

# Cheryl Paulsen

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## **a little bit about me...**

November 2018

I'm a Product Designer with a passion for human behaviour. I love finding new ways of applying my knowledge of psychology to my design work, so that I can create products people love.

I believe research, testing, and design iteration are key in understanding users' behaviours and needs, and ultimately lead to better products. I believe that users' interactions with technology should be simple, intuitive and pleasurable.

I work with companies that are customer focused and committed to positive social impact.

I'm always looking to grow my network and connect with like-minded individuals, feel free to reach out and say hello :)

Cheers,  
Cheryl

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## Skills

Sketch

Axure

Marvel

InVision

Photoshop

Illustrator

InDesign

UX Pin

Gliffy

HTML5

CSS3

jQuery

Bootstrap

Dreamweaver

Quark XPress

MS Office

Acrobat

Distiller

Confluence

JIRA

Trello

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 and continuous delivery.

## Education

**USER EXPERIENCE DESIGN** 2015  
General Assembly Melbourne, Australia

**GRAPHIC DESIGN FOR PRINT & WEB** 2010  
Humber College Toronto, Canada

**HONOURS BACHELOR OF SCIENCE DEGREE (PSYCHOLOGY)** 2006  
University of Toronto, Canada

## Experience

**SENIOR USER EXPERIENCE DESIGNER**  
SEEK Ltd., Melbourne August 2018 – Present

As a key leader in an agile team, I establish the design vision and principles for products and parts of our user journey. I balance user and business needs, and share knowledge with other teams and the broader design community. I lead ambiguous and strategically important projects, playing a key role in product discovery and defining the product roadmap.

**USER EXPERIENCE DESIGNER**  
SEEK Ltd., Melbourne February 2017 – August 2018

Embedded in an agile team, I was responsible for the user experience of a part of our hirer journey. Using user-centred design processes, I designed delightful solutions that met business needs. I planned and conducted design and research activities to meet team goals. I delivered on key experiences in a timely manner to enable the delivery team to ship value while also educating the team on design.

**USER EXPERIENCE CONSULTANT**  
HeathWallace, Melbourne July 2015 – February 2017

As a UX Consultant, I provided 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 translated research insights into memorable digital experiences. My responsibilities included:

- 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 through 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

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## Experience (continued)

### 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

### FREELANCE WEB DESIGNER & FRONT-END DEVELOPER

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
- 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

## References

References with contact details available.

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