



## EMILY C. WOLFE

### PUBLICATIONS

Emily C Wolfe. "Bento Bag Recipe."  
Making No. 4 / Lines 20 October 2017:  
20-21. Print.

emilyWools.com, sole author and  
contributor to a sewing and  
knitting blog, 2009 - present.

### EDUCATION

#### Saxifrage School

*Computer Programming Class*  
Pittsburgh, PA Apr 2013 - Aug 2013

12 week course covering theory and  
practice of web development

#### California University of PA

*Bachelors of Science in Graphic Design*  
California, PA Sept 2004 - May 2008

GPA 3.8, Graduated from the  
University Honors Program

One of two students from Cal U to  
earn a scholarship to study in Europe

### SKILLS

Information architecture  
Responsive design  
User research  
User testing  
Agile methodology  
Public speaking  
Facilitating workshops  
Sketch  
Invision  
Adobe Creative Suite  
Webflow  
Proto.io

### DESIGN EXPERIENCE

#### Manager, UX Designer, Coach

New York, NY Jan 2018 - Present

Creates web and in-store digital experiences to elevate the Coach digital channel as the standard for modern luxury. Evangelizes the importance of designing for users to help advance corporate UX maturity.

- Increased in-store wallet sales by 9% by designing an in-store wallet finder iPad app. Led project from initial idea through wireframes to development and launch. Designed additional features post-launch to enhance the user experience.
- Reduced complexity of Coach.com checkout by streamlining required fields and button clicks to complete a transaction. Responsible for responsive low fidelity guest checkout as well as authenticated checkout designs. Extensively user tested prototypes to increase confidence in the future success of these updates.
- Led UX design effort for FY2019 Coach.com site redesign. Go-to liaison for Coach stakeholders and creative agency to collaborate on knowledge transfer, understanding of stakeholder requirements, and creating responsive designs.

#### User Experience Designer, Summa (acquired by CGI in Sept 2017)

Pittsburgh, PA Nov 2014 - Jan 2018

Led a wide variety of design projects from discovery to build with ease and confidence. Worked closely with clients, designers, solution architects, developers and project managers to execute projects flawlessly.

- Project lead for user research and design engagement with an international aerospace chemical client to create a new workflow for their custom inventory management system. The success of the initial project led to a second engagement to conduct more in-depth user research that informed our full redesign of their software.
- Lead designer for a project to create a customer-facing Salesforce Community for an international manufacturer. Led workshop sessions to gather requirements and initial wireframe sketches. Conducted user research in multiple cities to learn how potential users function in their day to day. Created low fidelity and high fidelity designs, collaborated closely with development team to launch the product. The entire project went from conception to live Community in 10 weeks.
- Key designer on a 3-month engagement with a nationwide energy company to assess their current use of Salesforce, and uncover ways to use it more efficiently. Led 10 contextual inquiry sessions to understand the business and jargon before the workshop series. Co-facilitated a series of 14 all-day workshops with groups of 20 or more employees to diagram current state business processes and pain points, as well as ideate for the future state. Created a comprehensive playbook deliverable to document current state business processes, visualize the team's Salesforce technical assessment, and deliver a future state roadmap for how to improve and use Salesforce more efficiently.
- Recognized internally for going above and beyond expectations with spot bonuses on four projects

#### Mobile Designer, American Eagle Outfitters

Pittsburgh, PA Oct 2012 - Oct 2014

Lead visual designer for built-in-house AEO Mobile App. Key contact for offshore development team. Worked closely with UX team during brainstorming, created pixel-perfect visual design from wireframes. Lead visual designer for Aerie's (AE's lingerie brand) iPad app, created for store associates to help customers find the perfect bra. Collaborated closely with UX team to create experiences from requirements, user stories, wireframes to hi-fi pixel-perfect design.

- Within 2 weeks of AE iOS App launch, it reached Apple's Top 10 Lifestyle Apps
- Redesigned AEO's mobile checkout flow through collaboration with the UX team, featuring 1-step checkout and easy guest checkout
- Designed a new online gift card purchasing experience and established a streamlined way to update it
- Managed designer-to-developer relationship with outside agencies in multiple time zones
- Implemented agile methodology within Marketing Department, utilizing Jira and Wiki formats

#### Web Designer, American Eagle Outfitters

Pittsburgh, PA Jan 2009 - Jun 2012

Web designer responsible for content on 77kids.com, AE's short-lived kids' brand. Designed 200+ marketing emails from weekly campaigns to in-store promotions and marketing life cycle emails. Created interactive shopping guides by brainstorming ideas, creating pixel-perfect designs and presenting to high-level team for approval. Collaborated closely with developers to translate designs to Flash (groan) and HTML.