



EMILY C. WOLFE

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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

Topics covered: HTML5, CSS3,
Javascript, Git, Github, UX, open-
source philosophy, hacker culture

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

GPA 3.8. Coursework: design,
marketing, printmaking, ceramics,
drawing, art history

Graduated from the University Honors
Program

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

Organized, created, designed and
distributed a biweekly alternative
college newspaper, *The Catalyst*

DESIGN EXPERIENCE

User Experience Designer, Summa

Pittsburgh, PA Nov 2014 - present

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

- Project lead for user research and initial design direction engagement to create a new web application for an international aerospace chemical client. The success of the initial project led to a second engagement to conduct more in-depth user research that informed a full redesign of their inventory management 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.

- Designed all content on 77kids.com: daily/weekly/seasonal updates, interactive guides, homepages, landing pages, emails, mobile sites
- Concepted several unique redesigns for 77kids.com each season (Spring, Summer, BTS and Holiday)
- Directed seasonal laydown shoots to show product as coordinated outfits

Graphic Designer, Rooftop Communications

Baltimore, MD Jun 2008 - Oct 2008

- Designed monthly 20 page newsletter for Ports America, the largest terminal operator/stevedore in U.S.
- Designed bi-weekly coupon circular page for Precision Tune Automotive, Auto parts store in Baltimore, MD
- Designed posters, in-school sweepstakes creative and catalog layouts for brick and mortar Music and Arts Center stores in Baltimore, MD

SKILLS

Information architecture	Collaborating with developers	Public speaking	Sketch
Low-fi/hi-fi responsive design	User research	Facilitating workshops	Invision
Creating clickable prototypes	User testing	Adobe Creative Suite	Proto.io
Creating style guides	Agile methodology	Balsamiq	