



Emily Pitts Ennis

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Summary of Qualifications

- Seasoned UX designer with front-end development skills, a visual design background, an instructional design mindset, and a passion for pragmatic solutions that empower people.
- Recent experience has focused on UX research, strategy, and design with key deliverables grounded in user research and expert review.
- Previous work includes conception, visual design, and front-end development of applications and websites in close partnership with clients, back-end developers, application analysts, and users.

Work Experience

POP, Seattle, WA

2016–2017

Senior UX Designer

- Prepared interview guides, developed hypotheses, selected methods, and conducted interviews to reveal user tasks, paths, and motivations for various scenarios and products.
- Categorized user tasks in a research-driven mental model that aligned content with user goals and identified opportunities for product improvements.
- Evaluated a loyalty program by mapping web properties and pages to primary user journeys. Discussed opportunities for improvement and growth with the client.
- Pinpointed critical touch-points to help users overcome difficult tasks and fully utilize a software service. Collaborated with content strategists to bring these insights to an annual software purchase, usage, and renewal cycle across multiple channels.
- Reported findings and provided recommendations based on data collected from live interviews, remote usability tests, web analytics, and self-guided tests.
- Constructed prototypes in Axure to simulate live experiences for user testing. Programmed HTML plugins to add realistic functionality and capture live analytics.
- Validated ideas internally, presented concepts to clients, and provided functional requirements for developers with site maps, task flows, sketches, and wireframes.
- Grounded design decisions and strategy with user personas, scenarios, and frameworks.

University of Georgia (UGA), Athens, GA

2004–2015

UX Architect, College of Agricultural and Environmental Sciences (CAES) (2012–2015)

- Redesigned academics website to be responsive while aligning with user tasks and business objectives, ultimately increasing student engagement with academic opportunities.
- Conducted competitive analysis, content audit and inventory, keyword trend tracking, and task-based tests to inform user-centered design decisions.
- Refined ideas through iterative navigation trials, lo-fi sketches, high-fidelity Axure prototypes, and proof-of-concept sites in HTML, CSS, and jQuery.
- Architected site structure, website templates, and content mapping in Adobe Experience Manager (AEM). Collaborated with backend developers and content editors to establish content management protocols and component designs.
- Defined user groups, scenarios, tasks, and use cases to evaluate and recommend enterprise content management systems.
- Aggregated, identified, and interpreted user trends to improve site functionality, architecture, and content strategy.
- Evaluated and integrated quality assurance software into an existing web ecosystem.

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Lead Web Designer / Developer & Instructional Designer, CAES (2008–2012)

- Led information architecture, concept development, visual design, and front-end development for internal web applications, instructional modules, and websites.
- Consulted with clients and colleagues to assess sites and products for usability, accessibility, technical requirements, and business fit.
- Prepared and taught professional development sessions on best practices for email newsletters and marketing, blogging, web analytics, video captioning, web design, web accessibility, and SEO.
- Recruited, screened, and interviewed new hires. Mentored and supervised web team interns.

Web Designer / Developer, CAES (2004–2008)

- Devised and designed the original Walk Georgia program, a web application promoting physical activity via an online community. This program was awarded \$1M by the Coca-Cola Foundation to fund full-time staff, continue outreach, and expand membership.
- Engineered print-on-demand ordering system to replace paper processes and decrease time to fulfill by 75%. Interviewed and observed users at all points in the system including ordering, fulfillment, accounting, and reporting.
- Built scalable web template system to standardize more than 200 microsites under single design. System was used by 250+ content managers for over 10,000 pages and supported by dedicated web team.

Prior relevant experience: *Web Designer, Flash Developer, Interaction Designer, and Designer* **2000–2004**

Technical Skills

Tools: Adobe Creative Cloud (Photoshop, Illustrator, Dreamweaver, Indesign), Axure, OmniGraffle, Microsoft Office (Word, Excel, Powerpoint), Google Analytics, MailChimp, Qualtrics, SiteImprove, Optimal Workshop, UserTesting.com, WordPress, Moz, Zurb Foundation, Keynote, Confluence, Basecamp, Adobe Experience Manager/CQ5

Languages: HTML, CSS, SCSS, JavaScript, jQuery, XML, regular expressions (regex), Python (beginner/tinkerer)

General: Responsive, cross-platform, device-agnostic solutions; user personas, tasks, and journeys; task flow diagrams, site maps, wireframes, and prototypes; information architecture, taxonomies, and tree testing; technical writing and support documentation; search engine optimization; usability, accessibility, and 508 compliance

Education and Training

Master of Education in Instructional Design and Development, University of Georgia, Athens, GA

Bachelor of Fine Arts in Graphic Design, University of Georgia, Athens, GA

UX Certificate (in-progress), Nielsen Norman Group