



# JOELLE EVERETT

*Product Designer*

## CONTACT

🌐 [joelleeverett.com](http://joelleeverett.com)

✉ [everettjoelle26@gmail.com](mailto:everettjoelle26@gmail.com)

☎ 301-575-6814

## TOOL KIT

Figma  
Adobe XD  
HTML/CSS  
Balsamiq  
Python  
Webflow  
Jira

## SKILLS

Visual Design  
Interactive Prototyping  
Design Systems  
Product Strategy  
User Research  
B2B

## EDUCATION

**BACHELOR OF SCIENCE:  
INFORMATION SCIENCE**  
2021

University of Maryland,  
College Park

## EXPERIENCE

### LEAD PRODUCT DESIGNER

*Freshly Inc. | New York, NY August 2021 - Present*

- Facilitating collaboration with designers, product management, and engineers to ensure the creation of user-friendly designs that help achieve engagement targets, app installs, and user loyalty
- Building out UI solutions across all device types and sizes such as web, mobile, app(iOS and Android), and tablet
- Leading the development and maintenance of the new design system by restructuring and rebuilding components and icons
- Partnering with engineering to hand off designs with clear direction to ensure they are effectively and efficiently implemented
- Conducting user research with both new and existing customers and synthesizing results to later implement into design decisions
- 20% increase in business revenue after redesigning the onboarding experience

### DESIGN AND STRATEGY SPECIALIST

*Steampunk, Inc. | Tyson's Corner, VA May 2021 - August 2021*

- Framed problems, defined insights, and understood user needs
- Led user testing and research analysis, as well as facilitated research workshops
- Supported internal and client demos and presentations for over 20 stakeholders
- Curated journey maps, service blueprints, user personas, and ecosystems to craft user and service experiences
- Wireframing, as well as low and high-fidelity prototyping

### UX/UI INTERN

*Applied Security Incorporated | Reston, VA June 2019 - August 2019*

- Conducted 30 stakeholders interviews for a security app project to gain insight into business goals and needs
- Developed 6 personas and created use case scenarios to aid with brainstorming product features and prioritizing user needs
- Worked with developers to score the usability of features against personas as well as the difficulty of implementation
- Utilized tools such as Balsamiq and Adobe XD to create wireframes and high-fidelity mockups to walk through user flows
- Utilized HTML5 and CSS3 to work on front-end development and styling