

# SHARON STACKPOLE

UX UI Designer

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## UX Projects

Zevi Media App | UX/UI Designer 2024

Springboard | 2024 | California

- Enhanced user engagement by creating a cohesive brand identity and intuitive interface.
- Conducted user research and journey mapping to reduce friction in the viewing experience and improve user retention.
- Developed interactive prototypes that allowed for seamless, uninterrupted content consumption, aligning with user needs and business goals.

Duvera Food App | UX/UI Designer 2024

Springboard | 2024 | California

- Developed a brand identity focused on users with dietary restrictions, enabling the company to better serve niche markets.
- Led user research and designed an accessible menu, improving user trust and ease of ordering for those with food allergies or intolerances.
- Created prototypes that streamlined the ordering process, enhancing user satisfaction and repeat usage.

Tiny Tales Reading App | UX/UI Designer 2024

Springboard | 2024 | California

- Improved book discovery for parents by conducting competitor analysis and mapping user flows, leading to a more efficient search experience.
- Designed high-fidelity prototypes that reduced time spent searching for books and increased user engagement with the app.

## Experience

Hidden Gemz B2B | UX/UI Designer & Project Lead 2024

Contract Role | 2024 | Remote

- Led a team of 4 to redesign the business onboarding dashboard, resulting in a highly satisfied stakeholder and a more streamlined onboarding process.
- Improved dashboard usability and navigation, helping partner businesses increase customer bookings and engagement.
- Facilitated stakeholder communication and cross-functional collaboration across time zones to ensure project goals were met on time.

Lily Luxe Homes LLC | Founder & Lead Designer 2018-2024

Interior Redesign & Ecommerce | Shopify | 2018-2024

- Designed a user-centered eCommerce experience on Shopify, resulting in higher customer satisfaction and increased sales.
- Streamlined navigation and product categories to reduce bounce rates and improve user conversion.
- Managed client relationships and feedback loops to ensure on-time project delivery and enhance customer loyalty.
- Developed social media and email marketing content that boosted user engagement and retention.

## Education

UX/UI Design Career Track Certificate - Springboard, 2024

Interior Redesign & Business Administration - IAP College Online, 2023

## About Me

User Experience Designer passionate about creating intuitive, user-centered designs. Proven ability to lead teams, collaborate with stakeholders, and deliver solutions that enhance user satisfaction and drive business success.

## Skills

### UX Research

- User Interviews & Surveys
- Persona Development
- Competitor Analysis
- Usability Testing
- Journey Mapping & User Flows

### UX/UI Design

- Wireframing & Prototyping
- Information Architecture
- Interaction Design
- Visual Design & Branding
- Design Systems & Consistency

### Other

- Project Management
- Client Communication
- Problem-Solving
- Team Leadership
- Collaboration Across Time Zones
- HTML, CSS, Java - Beginner

## Reward

Dec 2024 | Riipen  
Work Integrated Learner Award