

# Emma Irvin

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## EDUCATION

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### University of North Carolina

Graduated December 2015

- Bachelor of Arts in Communication - Concentration in Health
- Bachelor of Arts in English - Concentration in Creative Writing
- Minor in Journalism

### CareerFoundry User Experience Design Course

July 2022 - March 2023

## WORK EXPERIENCE

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### WhimWe

May 2023 – Present

*User Experience Designer*

*Oakland, CA*

- Prioritized conducting thorough user research to gain a deep understanding of the app's target audience, user preferences, and user goals.
- Applied user-centered design principles throughout the information architecture process. Created clear hierarchies and logical structures that facilitate intuitive navigation and efficient information retrieval. Tested and iterated designs based on user feedback to ensure optimal usability and user satisfaction.
- Worked closely with key stakeholders such as developers, product manager, and a fellow user experience designer to align the information architecture with the overall product vision and goals.

### Nucleus Cloud

March - April 2023

*User Interface Designer*

*Oakland, CA*

- Designed and optimized onboarding flow. Collaborated with cross-functional team to create a seamless onboarding experience for a micro-services product, focusing on user-friendly interfaces, clear information hierarchy, and intuitive interactions.
- Conducted user research and gathered feedback to iteratively improve the onboarding flow, resulting in increased user engagement and reduced drop-off rates.

### Soccer Shots Bay Area

November 2022 - July 2023

*Executive Director*

*San Ramon, CA*

- Marketing and Branding: Utilized Configio cloud-based software to drive marketing campaigns and generate new ideas to effectively communicate with users. Employed strategic market planning, brand development, and design thinking to enhance the organization's market presence.
- Curriculum Curation: Developed and curated comprehensive research to implement and write new curriculum, including designing training schedules, conducting evaluations, user interviews, and maintaining a feedback loop for continuous improvement, ensuring optimal skill development.

### Soccer Shots East Bay

September 2018 - September 2022

*Director of Coaching*

*Oakland, CA*

- Successfully recruited and onboarded team members who align with the values and goals of the organization, ensuring a cohesive and high-performing team.
- Implemented effective strategies to improve coach retention rates, set and achieved measurable goals such as monthly check-ins, quarterly coaches meetings, and setting personalized support and challenge goals for each new hire.

## CERTIFICATIONS, SKILLS & INTERESTS

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- **Certifications:** User Experience Design Course | User Interface Designer - CareerFoundry
- **Skills:** Qualitative Methods, Quantitative Methods, Usability Testing, Heuristic Evaluations, Design Thinking, A/B Testing, Storytelling, Data Analytics, Task Analysis, Figma