

COLLEEN GAYNOR

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UX / UI DESIGNER | ARTIST | VISUAL DESIGNER | PRODUCT DESIGNER

Creative and collaborative UX, Product, and Graphic Designer with a strong design aesthetic and a foundation in illustration and communications. Adept at researching user and client needs to design innovative solutions for diverse personas and complex requirements. Experienced advocating for end-users while thoughtfully addressing the concerns and goals of stakeholders and cross-functional teams. Design approachable educational content and accessible tutorials for diverse audiences. Skilled leveraging peer-reviewed research and case studies to inform designs for emerging products within targeted markets. Self-motivated lifelong learner, passionate about balancing creativity with strategic focus to deliver impactful, user-centered designs.

SKILLS & QUALIFICATIONS

UX / UI Design: Rapid and High Fidelity Prototyping | User Experience Design | Creating Personas | UI Design | Wireframes
Website Design & Editing | Figma | Sketch | Balsamiq | HTML5 | CSS | Axure

Illustration & Design: Video Production & Graphics | Multimedia | Design Thinking | SASS Applications Adobe Illustrator
Photoshop Indesign | Wix | Wordpress | Acrobat DC | Final Cut Pro | Joomla

UX Research: User Research Surveys | Competitive Analysis | SurveyMonkey | REDCap | Semi-Structured User Research Interviews

Business Operations: Project Management | Cross-functional Team Collaboration | Problem Solving | Agile | Scrum | Miro | Slack
DropBox | G Suite | Constant Contact | MailChimp | Social Media | GitHub | Microsoft Office Suite | Jira | Technical Writing | Oracle

PROFESSIONAL EXPERIENCE

Research User Experience Specialist, DBHi | The Children's Hospital of Philadelphia | Philadelphia, PA | 2021 - Present
Department of Biomedical and Health Informatics

- Collaborate with a multidisciplinary team to develop applications, websites, and services while considering end users.
- Conduct UX research interviews and create personas to understand the end-users' needs.
- Collect feedback on prototypes and existing designs to inform more responsive and effective iterations.
- Create wireframes based on end-user feedback to help improve website and application design and functionality.
- Distribute user feedback surveys, analyze results, and present UX research findings to stakeholders and leadership.
- Serve as the primary user experience professional on a multidisciplinary team of 50, including computer engineers, developers, metadata librarians, data science educators, communication professionals, and project managers.
- Provide user experience guidance, research, and design in the development of 4 applications and 2 websites.
- Conduct user experience research with high-profile and expert biomedical researchers.

Outreach Specialist, DBHi | The Children's Hospital of Philadelphia | Philadelphia, PA | 2008 - 2021

- Created thoughtful design productions from concept through completion, including logos, websites, program books, and other collateral, always focusing on maintaining a consistent brand image.
- Produced both live and online symposia, including securing speaker participation, pre-recording and videotaping presentation content, and managing speaker performance on the day of events.
- Captured, edited, and uploaded online content into the department's YouTube channel and other learning platforms.
- Compiled content and created visual analytics for executive reports.
- Created tutorials and developed learning materials for healthcare applications and tools.
- Consistently delivered operational support to the department undergoing a 70% growth rate.
- Coordinated 20 conferences and symposia with 150-250 attendees and 70+ monthly seminars in person and remotely.
- Filmed, edited, and uploaded 90+ videos to the departmental online learning channel.
- Served as primary content coordinator and oversaw the production and launch of the rebranded department website.

Administrative Assistant, Licensing Sales | Elsevier | Philadelphia, PA | 2005 - 2008

- Executed integration of Oracle Customer Relationship Management software in collaboration with colleagues.
- Delivered consistent support to the licensing sales team and oversaw the licensing sales for Netter Images.

EDUCATION & CERTIFICATIONS

MS in Information Systems, Human Computer Interaction & User Experience Design | Drexel University

BS in Biology | Concentration in Ecology | West Chester University

Digital Media Certification | Moore College of Art and Design