

## About

I am a product designer, user researcher, and content strategist with a background in writing, immersive experience design, and marketing. As a creator, I believe beauty is revealed when form follows function.

## Tools

Figma, Sketch, Miro, Overflow, InVision, Marvel, Google Analytics, Basecamp, Trello, Adobe Creative Suite, Canva, Google Cloud, Microsoft Office, Wix, WordPress, Squarespace

## Deliverables

research plans, interview guides, affinity maps, personas, journey maps, storyboards, task flows, user flows, sketches, wireframes, wire flows, prototypes, mockups

## Skills

research, project management, creative writing, copywriting, copy editing, information architecture, design thinking, layout design, client relations, public speaking

## Interests

Poetry, cooking, running, interior design, skincare, windowsill gardening, playlist curation

## Contact

Email: eileentward@gmail.com  
Phone: (516) 524-3438  
Location: New York City  
LinkedIn.com/in/eileentward/  
Portfolio: eileentward.com

## Experience

### UX Design Consultant (Contract)

3 Consulting & Services LLC

Remote

January 2021

- Worked with eLearning start-up to build a social education app
- Consulted on end-to-end UX processes including market analysis, user research, rebranding, logo design, user interface (UI) design, and prototyping
- Oversaw project management, updated client, delivered files

### User Experience Design Fellow

General Assembly

Remote

October 2020 - February 2021

12-week design intensive focused on user research, interface design, and human-centered interaction:

- Designed mobile application to improve the grocery store experience in two ways: reducing food waste and avoiding crowded peak hours
- Created a social wellness app that allows users to make wellness plans with friends and share plans publicly to increase accountability
- Reimagined the eCommerce desktop site for a small business that specializes in vintage clothing and locally handmade goods
- Constructed a mobile component for a veterinary hospital network in order to implement COVID-safe features such as curbside service and telehealth options

### Case Manager & Paralegal

Kreindler & Kreindler LLP

New York, NY

March 2018 - October 2020

- Filed claims for over 500 clients; composed affidavits, and testimonial statements
- Overhauled and formalized training materials; onboarded 13 new case managers

### Global Executive Coordinator

I Am Concepts, Ltd.

Brooklyn, NY

March 2017 - February 2018

- Produced immersive experiences at a multinational performance art startup
- Wrote copy for business development and marketing efforts such as pitches, email blasts, press releases, and sales messages
- Designed graphic assets for decks, flyers, social media posts, and websites

### Public Relations Account Coordinator

The Thomas Collective LLC

New York, NY

August 2016 - February 2017

- Created content for social media advertising and SEO-optimized blog posts
- Coordinated event activations including trade shows and press tours
- Reported on analytics and quarterly KPIs including the results of A/B testing

## Education

### Villanova University

Bachelor of Arts

Villanova, PA

August 2012 - May 2016

- Cum laude (3.54); Communication (3.75); Writing & Rhetoric (3.86)
- Founder and President of Villanova Poetry Society
- Host of WXVU 89.1 weekly show *Bombshell Radio*