



Connie
Rippee

UXUI Designer

314.288.8829

connie@boldcreativethinker.com

Portfolio: boldcreativethinker.com

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Profile

Enthusiastic UX/UI Designer and dedicated to creating beautiful yet functional designs and creative solutions for visual design and intuitive digital interfaces. I love thinking up fresh, problem-solving ideas and making them come to life.

I have years of industry experience and have worked with some amazing companies. I am passionate about my work and make that passion shine through.

Tools

Photoshop
Illustrator
InDesign
Figma
Sketch
InVision
XD
Miro
PowerPoint

Design

UI Design
UX Design
Art Direction
Visual Design
Wireframing
Prototyping
Research
Design Thinking
Contextual Design

Research

UserTesting
AB Testing
Interviews
Optimal
Workshop
Card Sorting

Other Skills

Ideation
Leadership
Mentoring
Design Strategy
Project Management
Copywriting

Experience

UIXU Design Director Lead Web Designer

2021 - Present
2020 - 2021

Scrubs & Beyond / Kind Thread | St. Louis, MO

- Collaborated with eCommerce VP, digital merchandising director, product owner, development team in creating user friendly experiences for the Scrubs & Beyond's eCommerce website and transactional emails.
- Managed and mentored 4 digital designers in improving the customer experience in email designs, led in UXUI training and project managed team workflow on all site content, emails and UI updates.
- One of the key contributors in creating a faster and more intuitive search & browse experience that launched in spring of 2022.
- Assisted in stakeholder interviews, research gaining customer insights through UserTesting.com, AB Testing and Optimal Workshop.
- Assisted PO in defining requirements and the scope of project MVP.

Key Accomplishments:

Implemented user testing research and collaborated with product owner in developing a product design process using the Double Diamond Method.

User Centered Designer (Contractor)

2019 - 2020

Wells Fargo Advisors | St. Louis, MO

- Collaborated with Agency, WFA product owners and WFA research and design team in discovery phase for software transformation.
- Assisted in moderating interviews, captured BETALink software interaction and collaborated in creating dashboard.
- Concepted and designed low-fidelity wireframes based research and users feedback.

Key Accomplishments:

Captured user interactions through interviews and click through observation, which assisted in providing valuable data.

UX Designer (Contractor)

2018 - 2019

Edward Jones | Maryland Heights, MO

- Collaborated with project owners, UX Researchers, Developers and UX Designers in creating innovative user experience solutions for internal-facing software tools utilized by Financial Advisors.
- Presented interactive walk-through of UX designs and required deliverables to executive level stakeholders, leaders and peers.
- Designed mid and high-fidelity wireframes for complex UI solutions based on product requirements and user feedback.

Key Accomplishments:

Collaborated within UX Design team to create new visual standards and vision for Edward Jones 2019 Handshake 2.0.

Art Director | Sr. Graphic Designer

2014 - 2018

Photos Unlimited | St Louis, MO

- Collaborated with Vice President of Marketing, marketing managers, and contributed as a key Art Director in the Photos Unlimited Portrait Studio (Canadian brand located in Walmart).
- Conceptualized and designed promotional client materials for web, UI, and interactive client check-in touch screen online/mobile appointment scheduler, website landing pages, email marketing and print media.

Key Accomplishments:

Establish Photos Unlimited brand identity, including impactful imagery, digital materials and UI for client check-in.





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Education

Bachelor of Fine Arts Visual Communication

Ferris State University
Kendall College of Art & Design,
Grand Rapids, MI
2001

Associate of Applied Science Graphic Communications

St. Louis Community College
Florissant Valley, St. Louis, MO
Phi Theta Kappa International
Honor Society
1999

Continued Education

Virtual Certified Scrum Product Owner

The Druckman Company, Virtual
2022

User Experience Design Bootcamp

General Assembly, Chicago, IL
2018

XHTML Programming

Webster University, St. Louis, MO
2009

Web Site Design

Webster University, St. Louis, MO

Continued Experience

Digital Designer Bear

2013 - 2014

Build-A-Bear Corporate | St. Louis, MO

- Designed digital web properties with emphasis on providing an exceptional user experience including agility through responsive design.
- Designed and developed marketing email campaigns.
- Ensured that digital creative execution meets marketing objectives and aligned with strict brand standards.

Key Accomplishments:

Identified trends and actively improved the front end abilities through application of the latest in best practices and technology.

Creative Director

2012 - 2013

Sr. Graphic Designer

2010 - 2012

CPI Corp. | St. Louis, MO

- Managed company branding within CPI marketing department for PictureMe-Walmart and Kiddie Kands Portrait Studios-Babies "R" Us.
- Designed and developed dynamic marketing campaign materials including website media and mobile sites, flyers, studio signage, HTML email marketing, demonstrating high-quality photography consistent with brand.

Key Accomplishments:

Branded Vivid Effects, conceptualized and designed logo and tag line that helped surge sales revenue.

Art Director | Creative Consultant

2008 - Present

Creative Oxygen | Granite City, IL

- Developed a creative and design consulting company, providing creative direction, strategic marketing and website design for clients as well as research, conceptualization, design promotional materials.
- Maintained an excellent business relationship with Elsevier and became a preferred vendor for the company.

Key Accomplishments:

Developed brand and finished website from start to finish to promote a client's comedy and acting career.

Graphic Designer

2004 - 2008

Elsevier | Creative Services | St. Louis, MO

- A key contributor to a 14 person advertising team for an international healthcare publishing company, strategically planned and developed campaigns to drive sales, attract prospects, and retain customers.
- Collaborated with copywriters, marketing managers and editorial team to develop creative briefs, and pitched multiple solutions.

Key Accomplishments:

Served as a lead project manager in designing an innovative tradeshow booth display and marketing materials, including a landing page, and a highly successful direct-mail piece that boosted visitor traffic and resulted in new business.

Graphic Designer

2001 - 2004

Marine Corps Community Services | Camp Pendleton, CA

- Created digital and print branded marketing for 10 divisions of USMC Headquarters Quantico account.

Key Accomplishments:

Designed Teen Summit event digital and print materials that lead to sign-up and excitement around the program.