

# DAWN BLANCHARD

## SENIOR UX/UI Designer

Germantown, Maryland - 301-885-7261 - [design@dawnblanchard.com](mailto:design@dawnblanchard.com)

### objective

Utilize vast creative experience in UX/UI User Centered practices in an Agile environment. Visual design skills with an understanding of psychological engagement for end users, with research and strategy tactics leveraged for all UX/UI efforts.

### skills

- UX design
- HTML 5 - CSS3
- Sketch App
- Workflows
- Wireframes
- Responsive
- 18f development
- User Stories
- Mockups
- Agile/Waterfall
- GITHUB/Zenhub
- Powerpoint
- Prototypes
- Journey mapping
- User Interviews
- Adobe CS

Highly skilled and successful UX/UI Designer with expertise in User Centered Design, and Application Development. Experienced in Agile processes including development of user stories, user interviews, user testing and sprint planning. Excellent UX Strategist and UX Researcher - Creates site maps, workflows, journey mapping, sketches, wire frames, detailed HD mockups, and html responsive prototypes including 18f standards.

Visit [www.dawnblanchard.com](http://www.dawnblanchard.com) for current portfolio.

### experience

*July 2017 – Current* – UX/UI Senior Designer - Specializes in web application design for USDA-National Forest Service. Focused User Centered Design and Agile practices, collaborating with Project Managers, developers and designers. Strong in end user interviews, user story development, information analysis, workflows, site maps, wireframes, mockups, personas, user testing and all forms of validation. Powerful PPT presentations to help educate about UCD. Strong visual design skills connected to current trends and user expectations. Lead designer on template driven development design team that will allow for design consistency, branding usability and time management in government development projects. Excellent communications skills, documentation, well organized and upbeat.

*Nov 2014 – Feb 2017* – UX/UI Senior Designer - USCIS/DHS Metters Inc. Agile practices using Leankit, complex user-centered, stakeholder analysis, and discovery disciplines. Creates sketches, wireframes, mockups and prototypes. Develops all branding and style guidelines for all applications graphical user interface templates being built in Ruby on Rails. Developed html5 and CSS3, Bootstrap responsive design prototypes. Worked directly with government clients in each department, and successfully collaborated directly with developers on all projects. Full



time, remote.

*Dec 2013 – Oct 2014 - Freelance UX/UI Design* Short term government contracts, startup companies and private sector freelance work. Company rebranding, responsive website design/development, multi-media design such as iPhone app's, as well as design of interactive training modules and games. Projects that include design proposals, custom websites, slideshow graphics and all visual communication needs. Print design such as brochures, flyers, postcards and Word templates for stationary. Infographics, animation and CMS, html5 and CSS3 development.

*June, 2013 – November 2013 – UX/UI Web/Graphic Design*, Communications Specialist, U.S. Department of Health & Human Services, Program Support Center. Graphic and UX/UI web design with multi-media work, Powerpoint presentations, videos & marketing. Managed Annual Directory content, working with five different departments, 10 managers and editors. Created layout of Annual Directory in InDesign for final print product. Collaborated with Internet team, and newsletter department on graphics and all visual communications. Art Director for all web and print graphic design.

*February, 2013 – May 2013 – UX/UI Multi-Media Designer, FAA* 1<sup>st</sup> American System & Services. UX/UI web and graphic design with multi-media work in Captivate and Edge technology. Creating GUI's for e-learning courses. Assisted team in rebranding and redesigning of company website. Lead in mockups, prototype website development in HTML using CSS, responsive layout and multi-media integration. Creation of unique graphics project specific, including navigation, photo composites and widgets for Captivate and the internet.

*October, 2011 – October 2012 - Lead UX/UI Designer, Trusted Technologies* – MDW - U.S. Army. Lead UX/UI Designer for successful redesign of 12 websites and two applications to migrate from HTML to a new CMS. Worked closely with different departments within the agency and the developers in creating user-friendly wireframes, mockups and prototypes based on the 12 departments branding and Section 508 considerations. Helped develop CMS templates to be used by each department website within this project, including Presidential Inauguration 2013, State Funeral, and White House Transportation. Art Director for branding, design and development of a new young peoples site, including multi-media games and videos.

*June 30, 2011 – Sept 8, 2011 - UX/UI Designer, Advantage/SAMHSA*. Short-term contract on-site, full time web/graphic and UI designer. Primarily a complete intranet web site redesign including wireframes, digital mockups, branding, colors, layout, usability and accessibility, both public facing and internal.

*December 1, 2009 – March 2011 - UX Design/Graphic Designer, STG International/ PSC/HHS, Washington DC*. Full time remote supporting the Office of the Director, Office of Communications. Rebranding of all public facing communications including Website, publications such as the Service Directory, Annual Report, retrospective, folders, business cards, e-news, newsletters, magazines and more. Redesign of Intranet and Internet sites within the agency. Dynamic interaction and coordination with web development team including templates, Flash intros, and web galleries in jQuery/JavaScript, HTML, CSS, layout, image optimization and usability.

## education

Northern Arizona University

Bachelors in Art, Graphic Design/Illustration. Pursuing BA Design-Illustration - 3 ½ years 3.9 avg. Attended on scholarship. Member of National Deans List, Award for Outstanding Scholarship. Winner of Society of Illustrators Annual Scholarship, 1990.

