//// HELLO, HOLLY

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MINTBOXX.com

EXPERIENCE

MINTBOXX / FULL-STACK UX DESIGNER
2013-15, 2017- Present

Full-stack UX Designer with a niche in productizing designs abstract concepts to high-fidelity, shippable interfaces. work includes UX research, low-med-hi wireframe + UI Design architecture, content, flows, and interfaces for voice, desktop and mobile. Work includes Facebook, HackingUX, Mooncake, New Lion, Referberry. Please visit Mintboxx.com

FACEBOOK / UX + PRODUCT DESIGNER
2015 - 2017

Full-stack design, from wireframes to high fidelity prototyping, brand integration, user research, usability testing, and working closely with developers to consistently ship new products, adding and refining design across a suite of products. Also, helps with creation of the team's design Interface Guide to create a cohesive experience across all new and existing product builds.

APPLE / UX / MASTER'S PROJECT
Master's Candidacy 2013-14

Apple WorldWide Engineering team
UX research for user behavior and attitudes
Conduct research using a variety of qualitative methods and a subset of quantitative methods. Design, Product Management, Interface Architecture for engineering managers of Apple across 3 countries.

APPLE / MASTER'S PROJECT
Master's Candidacy 2013-14

First place award for Apple's app store campaign. Creative ideation, campaign assessment, industry research and stakeholder analysis. Overall concept and controls to drive user conversions on zero budget.

RESEARCH + EXPERIENTIAL BRAND + DESIGN
Sept 2008 - June 2013

Projects w/ Yelp, Coke Zero, Chase Bank, ++
Experiential brand engagement with the focus of user engagement and aquisition. Projects such as Warner brother's Lord of the Rings experiential user engagement to others such as design for TEDx.

EDUCATION

PURDUE UNIVERISTY
Master's of Science Degree 2013
Bachelor's of Science Degree 2012

SKILLS

User Experience Design
User Interface Design
Rapid Prototyping
User Journey Mapping
Content + Content Strategy
Brand Product Design
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Sketch
Invision Prototyping
Invision Freehand
FramerJS
Apple Keynote
Drawing + Illustration

AWARDS / HONOR

Apple (Award 2013)
TEDx (Speaker + Design 2013)
Women in Tech (Honoree 2011)
Google Unleashed (Speaker 2014)
Forbes Under 20 (Honoree 2013)

ARTICLES / WRITINGS

"How to Design What They Really Want" 11/15
"Hacking User Experience Design" 10/14
"How to Leverage UX to Increase Your Worth" 9/14
"7 Key Lessons from Todays Most Influential Designers" 11/15