Ariel Swift UX/Product Designer

🌐 arielswiftdesign.com   in linkedin.com/in/ariel-swift   ✉ ariel.k.swift@gmail.com   📞 937-903-5387   📍 Columbus, OH

EDUCATION

University of Cincinnati

Bachelor of Science:
Graphic Communication Design
with a Human-Computer
Interaction Focus

SKILLS

- User-centered Design Principles
- Rapid Prototyping (Web & Mobile)
- Wireframing
- Usability Testing
- In-depth Research Interviews
- Research Planning & Synthesis
- Cross-functional Collaboration
- Design Project Management
- Information Architecture
- Data Visualization
- Responsive Design
- Design System Management
- User Journeys & Personas
- Scenario Mapping
- Heuristic Evaluation
- UI Audit
- WCAG Compliance & Audit
- Agile Methodology
- Human Factors Principles
- Complex Work and System Domain Modeling

SOFTWARE

- **Design & Development**
  Figma, Sketch, InVision,
  UXPin, Adobe XD, Illustrator,
  InDesign, Miro, Jira, Confluence
- **Other** Microsoft Office,
  Macintosh Application

EXPERIENCE

G2O • Senior UX Designer
Oct 2023 - Present

- Conducted a heuristic, accessibility, and UI audit for a $5 billion global materials handling corporation. Evaluated a 20-application web portal and design system, identifying critical UX and WCAG issues, resulting in securing a year-long contract to lead a UX enhancement initiative.

- Improved usability of components and patterns within a large-scale design system. Reorganized the system, established documentation standards, and defined technical specifications and best practices to ensure consistency across all platforms for a 40+ design and development team.

- Produced a 24-page web and mobile-responsive government site prototype in 6 weeks, creating information architecture, aligning with existing UI guidelines, and validating designs through agile sprints.

Mile Two • UX/UI Designer
Sep 2020 - Oct 2023

- Independently integrated user-centered design (UCD) principles into Air Force Research Lab initiatives. Demonstrated the value of UCD through custom software designs, consequently driving design team expansion.

- Directed a design team in conceptualizing an AI-based air war planning software for a Naval Warfare customer. Collaborated with subject matter experts, executing iterative design cycles to develop a refined prototype.

- As design lead, coordinated with human factors engineers to conduct usability testing of prototypes. Incorporated user feedback to validate design value and enhance usability, ultimately securing additional award funding.

- Supported customers in comprehension of complicated cyber systems by defining requirements, crafting work domain models, scenarios, information architecture maps, and wireframes to facilitate effective design solutions.

- Collaborated with product owners and software engineers in agile sprints, enriching custom software with new features.

Live Well Collaborative • UX/UI Design Fellow & Project Lead
Aug 2018 - May 2020

- Oversaw a design team partnered with GE Healthcare and UC Health to enhance patient experience. Formed design thinking workshops, guided research, and managed planning and communication with stakeholders.

- Lead interface designer for a Cincinnati Children's medical device. Orchestrated stakeholder research to identify opportunities for optimization, developed UI styles, and performed patient-focused usability tests.