

# Linda Varanko

- > UX Designer
- > UX Researcher

Seattle, WA

[linda@varankodesignlabs.com](mailto:linda@varankodesignlabs.com)

775-830-2569

<http://varankodesignlab.com>

## SKILLS

- > UX METHODS
- > Persona
- > Storyboarding
- > Wireframing
- > Prototyping

## RESEARCH

- > Interview
- > Surveys
- > Contextual Inquiry
- > Usability Testing
- > Comparative Analysis

## TOOLS & DEVELOPMENT

- > Sketch
- > Illustrator
- > OmniGraffle
- > InVision
- > HTML/CSS

## OTHER SKILLS

- > Customer Service
- > Sales & Marketing

## OBJECTIVE

I am seeking a position as a UX Designer & Researcher. I am inspired to solve complex problems with products, services, applications, or experiences. I am creative, resourceful, intuitive and critical thinker who is passionate to create a intuitive and innovative user experience.

## EXPERIENCE

### **Baroness Hotel Project, UX Designer (February 2019)**

- > Conducted research user interviews and created persona
- > Performed a competitive analysis on similar hotels and Business Summary
- > User testing and Card Sorting
- > Provided project proposal and Process Flow and Summary
- > Created a site map and wireframes with new navigation site menu
- > Designed new express checkout flow

### **Woodland Park Zoo, Information Architect/Visual Designer (January 2019)**

- > Worked on a team through General Assembly
- > Provided some user research of Woodland Park Zoo and interviewed staff
- > Created the informational architect site map with many iterations
- > As visual designer we had different animal icons tested and chosen by users
- > Created GPS map to locate animals as a pop up with animal description
- > Created the color palette of the park
- > Helped design a Zoo GPS map to locate animals and provide quick direct routes

### **Rover, UX Designer (11/2018)**

- > Designed a kid ride share mobile app
- > Conducted user interviews of parents and created persona
- > Developed mobile wireframes and turned into working prototype on Proto.io
- > In person user testing that provided feedback into design iterations
- > Created the color palette of the iOS application

## MEMBERSHIPS & AFFILIATIONS

- > Ladies that UX – Seattle
- > Learn UX Design – Seattle
- > seaDUXX: Seattle Women of Design and UX

## VOLUNTEER EXPERIENCES

Epiphany Parish Episcopal Church, Meals Ministry & Office Work Seattle, WA  
Hands on Art, Redondo Beach, CA

## EDUCATION

### **BS, Business Administration in High Technology Management**

California State University San Marcos, San Marcos, CA

### **Certification User Experience Design**

University of California San Diego Extension

### **General Assembly User Experience Immersion**

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