Teron Russell

Product Designer

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EDUCATION

University of Rochester
Bachelor of Arts
Digital Media Studies
Class of 2018

SKILLS

Tools

Sketch

Adobe XD

Figma

Abstract

Photoshop

Illustrator

Confluence

Jira

Design

Interface Design

Experience Design

User Research

Empathy Mapping

Persona Creation

Competitive Analysis

User Flows

Card Sorting

Wireframing

Prototyping

Usability Testing

Design Systems

WORK EXPERIENCE

M1
Product Designer │ Chicago, IL │ Mar 2020 - Aug 2022

• Crafted the end-to-end mobile and web experience for the Owner's Rewards Card.
• Collaborated with a cross-functional team that included product managers, front and backend engineers, marketing, compliance, and research to bring the product from discovery to completion.
• Facilitated user research and workshops to identify users' pains and generate ideas that improved the users' experience while meeting business requirements.
• Led design reviews with stakeholders to ensure designs aligned with the product vision.
• Contributed to the design system by adding new components, creating iconography, and defining iconography rules.

Snapsheet
UX/UI Designer │ Chicago, IL │ Jan 2019 - Jan 2020

• Designed user-friendly experiences for an insurance claim management platform from ideation to production.
• Worked closely with product managers and engineers to satisfy business requirements, client requirements, and to understand engineering feasibility during discovery stages.
• Led the creation of a new design system that expanded on its predecessor to improve usability issues such as input handling.
• Conducted user interviews to identify pain points and validate features.

ClipDart
Freelance UX Designer │ Chicago, IL │ Jul 2018 - Nov 2018

• Conducted user research to reveal user pain points and validate features.
• Analyzed competitors for improvement opportunities that would increase the application's position in its competitive landscape.
• Created sketches that were later converted into an interactive wireframe to better display proof of concept to the founder.
• Conducted user testing interviews to ensure the user's goals and expectations were being met.
•Packaged the project with a high fidelity prototype and style guide which reduced interaction and styling ambiguity once the project moved on to development.

Sage Corps
Marketing Intern │ Chicago, IL │ Oct 2018 - Nov 2018

• Planned and executed social media content across Twitter, Instagram, LinkedIn, and Facebook.
• Collected social media insights to analyze and improve monthly reports.
• Created one-pager infographics for inbound interns.
• Curated their Instagram showcase to promote different intern opportunities.
• Created a promotional video for social media to increase the awareness of the upcoming abroad opportunities.

CEI Media Group
Marketing Intern │ Chicago, IL │ Jul 2017 - Aug 2017

• Collected population data for different venues during a cultural festival.
• Created a marketing strategy for two brands to improve their audience reach.
• Created an infographic and an animated infographic for the festival's report.