

Victoria Tinsley

UX / UI Designer

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Based in Orlando, Florida. I enjoy making better user experiences through problem solving to create expressive and functional designs from concept to development. With a background in web design & development I can communicate design interactions with an understanding of technology functionality and constraints. I have experience working alongside multi-disciplinary teams translating business requirements and user needs into compelling multimedia solutions.

Education

May 2021

BA in Digital Media -

Web Design & Social Platforms

University of Central Florida

2015

Associate of Arts

Valencia College

Achievements

2018, 2020

UCF President's Honor Roll

4.0 GPA during full-time semester

2017

Tijuana Flats Big Taco Award

Excellence in customer service in entire Central Florida Market

Tools & Skills

Figma

Adobe Creative Suite

Design Thinking

User Centered Design

User Research Methods

Prototyping

Team Collaboration

HTML, CSS, Javascript

Project Management

Experience

July 2021- Current

UX / UI Designer

Acorn Stairlifts

- Lead designer responsible for the creative direction, user experience implementation, and user interface design of the company's site redesign for 8 countries
- Responsible for preparing design drafts to internal teams and key stakeholders and conducting testing to ensure designs worked for different languages, devices, and browsers
- Constant collaboration with development team, marketing department, and stakeholders to balance user needs and business goals
- Microsite UI designing & marketing promotional graphics

August 2019- May 2021

UX / UI Designer

Specialized role during projects at UCF

- During my junior and senior year I worked in teams as the UX / UI designer in multiple workshop projects. I performed UX research methods and implemented findings to create wireframes, sitemaps, and user flows of websites and mobile apps. I contributed in the analysis of stakeholders, users, and technology requirements and performed user testing of designs. I led the design direction and collaborated with other designers to incorporate the visual design into the UI. I created mid & hi-fidelity prototypes to demonstrate interactivity of the user interface.

Oct 2018- July 2021

Catering Sales Coordinator

Tijuana Flats Tex-Mex Company

- Conducted sales of caterings with 100+ stores in the company
- Coordinated catering inquiries with customers to ensure food, beverage, and service needs for events are met
- Worked alongside culinary, marketing, store managers, and technology department to assist in new menu, digital, and software rollouts
- Assisted customers with order inquiries and customization requests
- Provided an elevated customer experience to generate a loyal clientele
- Maintained scheduling and event calendars