

Peggy Pease

Web/Visual/UX Designer

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Arizona based, multi-disciplinary designer with 5 years of freelance Graphic and Web Design experience. Proficient in design thinking, wire-framing and prototyping, I conceptualize and create end-to-end design assets. Proven graphic and web design know-how demonstrates systematic and creative design thinking.

SKILLS

- Web Design
- Graphic Design
- UX/UI Design
- User Research
- Heuristic Analysis
- User Flow
- Storyboarding
- UX wireframes
- Prototyping
- User Testing
- Typography
- Color Theory
- Branding

TOOLS

- Adobe CC
- Figma
- InVision
- Miro
- HTML
- CSS
- Bootstrap
- WordPress

EDUCATION

Graphic Design & Media Arts, B.A.
Southern New Hampshire Univ.

CERTIFICATION
UX/UI Design
Univ. of Arizona

PROJECTS

Client: SAYoga.online – Responsive Website Design, project duration: 8 weeks. [Link to website](#)

Conducted UX research to develop intuitive and elegant user experience (desktop and mobile). Designs tested with focus group.

Created custom UI design system, logo, icons, and branding.

Developed and launched website using WordPress.org.

Project: AZ Dept. of Veterans' Services -Website Redesign.

[Portfolio Link](#) Reorganized information architecture, navigation, and usability while creating a pleasant and more intuitive UX.

Responsible for all design phases, including but not limited to, user research, persona creation, heuristics evaluation, ideation, wire-framing, and UI design.

WORK EXPERIENCE

Graphic and Web Designer Jan 2017 - Present
Self Dubai, UAE - Scottsdale, AZ

Collaborate closely with clients to craft marketing and business collateral using the latest design software from initial concept to final product including branding, logo and web designs.

Conduct competitor analysis, typographic studies, and testing.

Career Pause Sept 2014 – Dec 2016
Pursued B.A. degree in Graphic Design at S. New Hampshire Univ.

Mystery Shopper Sept 2009 – Sept 2014
Dubai Service Excellence Scheme Dubai, UAE

Discretely observed and interacted with employees both in commercial and government service sectors.

Collected and documented data on customer experience touchpoints, including first impressions, brand perception, and service consistency.