

# Noah Eisfelder

User Experience Designer

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## Activities

### Improviser & Video Director 2014-2018

The Collective Improv Troupe  
University of Washington

- Performed creative impromptu stories based on audience suggestions. Rehearsed 6 hours per week, performed each Friday
- Wrote, directed, filmed and edited 14 sketch comedy videos. Coordinate and lead highly organized film shoots, edited or co-edited all videos

### Web Designer & Member 2016 - 2018

GlobeMed at UW  
University of Washington

- Created website for UW student organization with passion for health equity. Collaborate with NGO in Kenya on community health solutions
- Attend weekly meetings
- MC for annual Benefit Dinner

### Team Captain 2009 - 2014

Evanston Township High  
School Speech Team

Developed excellent presentation and leadership skills, performed in over 6 different events

- 2014 State champion, finished as finalist in over 20 invitational tournaments
- Responsible for training peers to articulate a compelling message

## Education

### Human Centered Design & Engineering Minor in Anthropology 2014-2018

University of Washington, Seattle WA  
*Bachelor of Science*

## Experience

### Student UX Designer June 2017-Now UW Information Technology, Seattle WA

Designed or enhanced usability of 6 digital products and web technologies (desktop and mobile) that address student needs through thoughtful UX and interaction design. Collaborate to ideate creative solutions to problems on campus within Agile, collaborative, multi-disciplinary team. Manage multiple projects at once. Prototype with multiple design tools – Sketch, InVision, and Adobe XD

- Re-designed how collections of courses called FIGs are displayed and manipulated in *MyPlan* at 4 points in the course-planning workflow. Made process flows to identify pain-points. Proposed changes to labeling and behavior. Refined through user testing with students. Worked closely with web development team to meet technical constraints. Created Specs and technical documentation
- Partnered with UW Food Pantry to design platform that notifies hungry students of leftover food after events. Conducted research to identify notification contents and shaped product strategy
- Dedicated innovation time to propose changes to UW Study Abroad Website and designed a new program search tool concept. Based decisions on test results from interviewing 12 students
- Co-led presentation of *Student Interview Project* to UW employees
- Designed visualization of mock user data to simplify debugging

### Web Tool Designer & Developer Jan-May 2017 Donor Swell, Seattle WA

- Designed and developed responsive Web App to help nonprofits identify appropriate social media platforms to reach target donors
- Conducted focus group user research with nonprofits to validate and compare the value of design concepts
- Used Adobe Illustrator to iterate on wireframes
- Coded Web App (HTML, CSS, JavaScript, Python)

### Web Design Intern June-August 2016 Glantz Design Agency, Evanston, IL

Designed Website wireframes, information architecture, brand guidelines, content strategy, video editing, animation, and other marketing solutions to meet business goals on 5 client projects. Used Photoshop, Illustrator, InDesign, AfterEffects

- Re-designed Giving Rocks Website, iterating between critiques.
- Created visual design of 10 safety posters for large manufacturer
- Wrote and edited 3 promotional videos to showcase culture