

Noah Eisfelder

User Experience Designer

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EDUCATION

Human Centered Design & Engineering 9/14 – 6/18
University of Washington | Seattle WA
Bachelor of Science | Minor in Anthropology

WORK EXPERIENCE

UX Design Assistant – UW Information Technology | Seattle WA 6/17 – 8/18

- Conceived and iterated on digital solutions within Agile UX Team – prototyping with Sketch, InVision, and Adobe XD – to support student and instructor needs at the University.
- Partnered with UW Food Pantry to design notification service connecting students with leftover food from campus events. Interviewed Pantry shoppers to uncover user requirements for notification method and contents. Co-wrote front-end code (Bootstrap, Vue.js).
- Recommended usability enhancements to Study Abroad Website and conceptualized program search tool to help students more effectively find programs matching their interests and academic constraints. Conducted student interviews and analyzed data to make product decisions.
- Created wireframes, mockups, and other specification to redesign how courses called *FIGs* are displayed in *MyPlan* (UW's course-planning tool) to increase efficiency of planning and registering for *FIGs*.
- Collaborated with engineers to divide *MyPlan* UI recommendations into feasible solutions that could be implemented within *MyPlan*'s web framework (K-RAD) before the next Academic Quarter.
- Proactively conducted 15+ interviews to further the *Student Interview Project* and presented insights to UW community to align product strategy within students' subjective experiences within *UW-IT*.

Web Tool Designer & Developer – Donor Swell | Seattle WA 1/17 – 5/17

- Designed and developed responsive Web App in order to support nonprofit organizations in choosing social media platforms most useful for their cause and target donor group.
- Conducted focus groups with nonprofit leaders to compare design concepts. Iterated on wireframes (Adobe Illustrator) to merge UX decisions with client's lead development goals.
- Coded front-end and back-end (HTML, CSS, JavaScript, Python).

Web Design Intern – Glantz Design Agency | Evanston IL 6/16 – 9/16

- Created responsive websites, visual designs, digital content strategy, videos/animations and other creative solutions to help 5 unique clients increase customer conversion.
- Became proficient in Adobe Creative Suite, creating website mockups and print collateral. Leveraged typography and image treatment to convey brand identity to target customers.
- Re-designed *Giving Rocks* Website information architecture and visual style to convey clients' mission.
- Designed graphics for 10 safety posters that accommodated over 20 languages for large manufacturer.
- Wrote and edited 3 promotional videos to showcase culture.

RECENT PROJECT

Institute for Health Metrics and Evaluation 1/18 – 6/18

- Conceptualized UX improvements to increase engagement with a global health data visualization tool among health professionals.
- Conducted focus groups, process mapping activities, and usability tests with global health professionals to understand user needs and validate design decisions.
- Created personas and journey maps to define how health data is used to shape outcomes.
- Designed clickable wireframes and high-fi mockups (Adobe XD) to convey solutions with *IHME* stakeholders

ACTIVITIES

The Collective Improv Troupe 10/14 – 6/18
Performed in over 30 shows. Directed and produced 15+ sketch comedy videos.

GlobeMed at the UW 10/16 – 5/18
Designed website, engaged in weekly meetings, and facilitated multiple benefit dinners for student group passionate about health equity.

SKILLS & TOOLS

- Interaction design, Wireframing, Visual Design
- Journey Mapping, User Research, Usability Testing
- Sketch, InVision, Adobe XD, Illustrator, InDesign
- Web Design, Web Development (HTML, CSS, JS)