misty leiter

UX & UI Designer

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misty.leiter@gmail.com
mistyleiter

skills

Stakeholder and User Interviews
User Flows
Product Strategy
Design Thinking
Wireframing
Persona Developement
Rapid Prototyping
Information Architecture
Sitemaps
Customer Journey Mapping
Usabilty Testing
Qualitative and Quantitative Testing

tools

Figma	Adobe Creative Suite
Canva	Sketch
MS Office	Invision
Trello	Jira

certifications

2020
500hr UX Academy
Design Lab

2020
SCRUM Master
SCRUM Institute

2016
200hr Yoga Teacher Training
Atma Yoga

2013
Permaculture Design
Central Rocky Mountain Permaculture Institute

about

UX/UI Designer with versatile skills in strategy, design, product development, branding and marketing. Professional experience building businesses and brands from the ground up.

work experience

Freelance Designer
March 2021 - Present

UX | UI designer

- Lead UX/UI concepts through completetion for wellness, politics, activism, nonprofits, and climate focused organizations.

Better Job Fit
November 2020- Present

UX Consultant

- UX/UI Design for nonprofit agency
- Developed sites on wordpress
- In close collaboration with founders developed cross platform marketing activations

Misty Mountain Yoga
2016 - Present

Product Designer | Founder

- Set vision, go to market and product strategy for online subscription based classes
- Developed website and marketing collateral including email and social media campaigns

The Flowered Life
2015 - May 2021

Product Designer | Founder

- Developed product line and go to market to strategy
- Authored and executed product roadmap
- Designed packaging, labels, website, and graphics
- Tripled revenue in 1 year
- Managed staff of 5 for manufacturing and distribution