

Lyndsay Gang

UX Designer

Delivering experiences for over 12 years

UX DESIGN PROJECTS

Go With Me App

June - July 2022

UX Designer

[Case Study](#)

Created usable product designs for a new feature intended to achieve the business goal of increasing the conversion of accepted event invites to event attendees. Conducted user testing with a prototype & iterated designs based on testing results.

Home Decoration Flow

June 2022

UX Designer

[Case Study](#)

Designed & tested a prototype using a modified GV Design Sprint, with the goal of relieving the overwhelm of decorating a new home.

Assist App

January - May 2022

UX Designer

[Case Study](#)

Conducted & synthesized user research and built a prototype for an iOS mobile app with the goal of creating an efficient & efficient solution for vehicle owners to take care of their vehicle maintenance.

EXPERIENCE

Community Giving Tree

October 2022 - December 2022

UX Designer

Conducting a usability audit of the non-profit's website, using a heuristic analysis in order to assess an optimal user-friendly & intuitive layout. Translate results into easy-to-understand data for the leadership team.

Hangtight

August - September 2022

UX Designer

[Case Study](#)

Collaborated with 3 UX Designers and an engineer to build low fidelity wireframes based on user research findings for a startup focused on coordinating social gatherings. Iterated designs based on feedback in order to meet the startup's business goals & deadlines.

US Ski & Snowboard

September 2017 - December 2022

Event Administrative Coordinator & Registration Manager

Communicate & collaborate with 9 internal departments and 10+ external vendors on event logistics and inquiries. Serve as the representative for the Events Team inquiries to internal & external vendors. Research and maintain design processes to create an effective user experience for 500+ users.

LG Concepts LLC

October 2017 - January 2021

Marketing Director

Designed 100+ Facebook ads, and captured 2,000+ leads for affiliate products. Designed an online gardening course, captured 500+ leads, hosted 10+ webinars, and conducted sales calls. Set up 3 funnels using Facebook ads, Aweber, Clickfunnels, and Wordpress to capture leads.

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EDUCATION

Springboard

UI/UX Design Certification

January - October 2022

9-month intensive course in UI/UX methodologies and technologies

Vermont Law School

Master's in Environmental Law & Policy

August 2010 - July 2011

University of Vermont

Bachelor's of Environmental Studies

August 2005 - May 2009

Minor in Recreation Management

SKILLS

UX DESIGN

Cross-Functional Collaboration
Heuristic Analysis
HTML + CSS
Information Architecture
Interaction Design
Presentation
Prototyping
Sketching
Storyboards
User Interface
User Research & Interviewing
Usability Testing
Wireframing

TOOLS

Canva
Figma
Google Suite
iOS & Android
Keynote
Marvel
Miro
Microsoft Suite
Overflow