

SYDNEY KRAMM

UX DESIGNER
COLUMBUS, OH

CONTACT

(864) 640-9193
sydneykramm@gmail.com
www.sydneykramm.com

PROFILE

I'm an inquisitive problem solver focused on creating compelling experiences by reconciling business objectives and user needs.

I want to align with a company where I can apply my knowledge and skills for continuous improvement in user-centered design for all.

SKILLS

- UX Design
- UI Design
- Interaction Design
- Mobile Design
- Web Design
- Prototyping
- Mapping
- Personas & Scenarios
- User Research

EXPERIENCE

UX DESIGNER

JPMORGAN CHASE CORPORATION | MAR. 2020 - PRES

Working as a valued member of a multidisciplinary design team, involved in complex projects, and participate in user research and design planning.

- The Lead Designer of a rapidly growing internal application providing personalized assistance to an employee's workday and seamless integration between company tools. Our latest report showed our highest download rate yet and is expected to grow to encompass 80% of the company by the end of this year!
- Working alongside the accessibility team to ensure WCAG standards are met for inclusive User Experience.
- Lead critique sessions and collaborate with the team daily to solve complex issues in a diverse environment.

UX / UI DESIGNER

ABERCROMBIE & FITCH CORPORATION | APR. 2019 - 2020

Co-designed DSP App (Digital Selling Platform), a mobile point of sale application aimed to reimagine in-store customer experiences by streamlining an easy checkout and empowering both customer and employee with knowledge of brand products.

- Worked in an Agile environment alongside developers, BA, and omnichannel teams
- Successfully design cross-border interactions, expanding full functionality to 90% of the global store fleet (9 countries, 650+ US stores)

TOOLS

- Figma
- Sketch
- Adobe XD
- InVision
- Illustrator

INTERESTS

- Reading
- Hiking / Kayaking
- Horror Movies
- Baking

EDUCATION

BACHELOR OF ARTS, GRAPHIC DESIGN

NORTH GREENVILLE UNIVERSITY
2013 - 2017
GPA: 3.0

- Conducted customer research and enhanced bag/checkout experiences to see +8% sales growth year to year over non-DSP stores. *The app is now making 40% of all Order In-Store sales!
- Implemented loyalty and promotional designs, with this functionality +600K new customers are enrolled
- Implemented a design system for maximum efficiency and collaboration between both design and development.
- Worked on customer-facing web features

UX DESIGNER

ASCENA RETAIL CORPORATION | OCT 2018 - APR 2019

Fast pace retail corporation that owns brands such as Ann Taylor, LOFT, Lane Bryant, Justice, and Lou&Grey. They strive to design empowering and inclusive fashion.

- Worked with design teams to design an updated and responsive browsing experience focused on user-centered expectations.
- Architected and designed client dashboard interfaces
- Assisted in creating and designing the corporation website to establish the new brand meaning and promote company values

WEBSITE DESIGNER

FREELANCE | JUN 2017 - APR 2019

- Worked directly with clients to build and design responsive websites utilizing WordPress. Conducted customer research and applied user experience design principles to ensure company optimization as they nurture their business towards future online growth.