



EMMA BUSH

UX/UI DESIGNER

Portfolio: emmamame.com

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Skills

- Figma
- Adobe Creative Cloud
- Sketch
- Invision
- Wireframe & Prototype creation
- Mobile First Design
- User Research and Interviews
- User-centered Design
- Meticulous
- Adaptable-can learn new programs
- Clear and effective communicator
- Team and independent work

Relevant Experience

Design & Marketing Intern at Hugo Coffee Roasters • Aug 2023-Present

Coffee Company based in Park City, Utah

- Led and managed the design process of a new website for Hugo Coffee Roasters and their sister brand Fluffy Cow Coffee from start to finish
- Successfully transformed the user flow and overall experience of the website by shifting the focus from the brand's backstory to the products to promote coffee sales
- Created wireframes and interactive prototypes prioritizing user-centered and mobile-first design
- Collaborated with a team of experienced front-end developers and marketing experts at Elle Marketing during the design process
- Created a 30-page site outline that included all of the text, images, and products that appear on the site and where they should all be located
- Created graphics, videos, and illustrations to be used on the new website and as social media advertisements on the Hugo Coffee Instagram, TikTok, and Facebook

Design Intern at Stakwork and Sphinx Chat • Dec 2022 - Feb 2023

Cloud sourcing platform that utilizes humans and AI to complete microtasks in exchange for cryptocurrency

- Created high-fidelity wireframes and interactive prototypes for both the Stakwork desktop website and the Sphinx Chat mobile app based on the existing UI style requirements using Figma
- Designed wireframes, prototypes, and gifs used in the step-by-step tutorials on the Stakwork website that instruct users on how to complete specific microtasks that in turn reward them with Bitcoin upon completion
- Created 100+ graphics and illustrations to be used as user avatars and stickers that can be sent along with a Bitcoin transfer within the Sphinx Chat mobile app using design tools such as Procreate and Adobe Photoshop

Social Media Manager and Marketing Intern at Learnie • Jun 2022 - Aug 2022

Community Microlearning Platform

- Self-managed the task of finding solutions on how to best market Learnie Pay\$, the subscription-based service Learnie offers to creators and influencers by creating promotional videos and TikToks.

Ski Coach at Wasatch Freestyle Foundation • Dec 2019-Present (Seasonal)

Ski Team based in Park City, Utah

- Coached young athletes on how to improve their mogul skiing skills and technique in a competitive environment and taught them how to manage the stress that comes with competing
- Leveraged my experience competing in mogul skiing from 2012-2019 in nationally and internationally ranked events such as the NorAm Tour

Other Experience

Education

UX/UI Boot Camp Certification • Aug 2023 - Feb 2024

University of Utah

- Learned how to make expert-level wireframes and interactive web prototypes focusing on mobile-first, user-centered design using design tools such as Figma, InVision, and Miro
- Working both independently and with a small team, completed 3 website redesign projects for existing websites such as FBI.gov and Rainn.org.
- Conducted user interviews and a series of user tests, created journey maps, user flows, user personas, and storyboards to create a more visually pleasing and functional website
- Presented each of the three redesign projects explaining my step-by-step design process and reasoning for my artistic decisions backed by thorough user research to my fellow classmates and professor

BFA Film and Media Arts, Minor in Mandarin • Aug 2019 - May 2023

University of Utah - 3.8 GPA

- Co-President, Manager, Instructor, and Social Media Coordinator for K-pop @ U of U, the University of Utah's first K-pop dance club which we grew from 6 people to over 200 over 4 years
- Additionally studied and took multiple courses in Anthropology and Game Design

High School Diploma • Aug 2015 - Jun 2019

Park City High School