

Claire Armstrong

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objectives

I've been immersed in design and web technologies since I was a child, and have continued to grow my knowledge, skills, and problem solving abilities since then. My goal is to always serve the user, while balancing business needs and the ability of current and upcoming technology. I'm always on the look out for a position where I can leave my mark on a product, and push it above and beyond its potential.

education

California State University, Sacramento
Attended 8/04–5/07
Received BS in Graphic Design
Involvement in GRIDS, ADAC, and AIGA

work experience

Cooler Technologies
UX Director
9/15–Present

Ubiquiti Networks
UX Director
12/13–9/15
At Ubiquiti, I took on many roles on many projects for web and mobile, for mostly enterprise platform applications. These tasks included product planning, product management, user flows, site flows, information architecture structuring, low & high fidelity wireframes, interface designs, UI specs, UI audits, style guide creation, design QA, user interviews, user feedback campaigns, and quantitative feedback. I also assisted with improving SEO, implementing newsletter campaigns, and event tracking.

Mobile Roadie
Director of Product
07/11–12/13
I began as an interactive designer, moved on to heading up our front end development staff, and then moved into lead product role at the company. Kicked off major UX redesigns, implemented Agile processes, planned our product roadmap, and got our web and native mobile development teams working smarter.

Frequency
User Experience Manager
03/11–07/11
In this role I've participated in bigger vision business strategy for Frequency products, planned roadmaps, performed project management tasks and specification writing, created wireframes and led visual design and implementation.

skills

Visual/UI design, user experience, information architecture, wireframes and prototyping, user research, product strategy, front-end development.
Proficiency in Sketch, Adobe Photoshop, Illustrator, InDesign, Omnigraffle, Zeplin, InVision, HTML, CSS, Javascript, JIRA, Confluence, & Git/SVN

Border Stylo
HCI Product Designer
11/09–03/11
From initial user research and usability testing to writing detailed specifications; from mapping user flows, wireframes, and prototypes to visual design and complicated front-end implementation, I was instrumental in the conception of several apps.

Revolution Prep
Designer and Front End Developer
08/09–11/09

Drum Channel
Lead Interaction Designer
03/08–08/09

CSUS Library Systems Department
Graphic Designer
11/05–7/06

Alphagraphics
Graphic Designer
4/04–9/05

UCSC Merrill and Crown Colleges
Web Designer
10/02–9/03

Freelance Design Services
5/98–present
Designing, coding, maintaining, and advising clients on their projects.