HEATHER DAVIES
Boston, MA | daviesheather518@gmail.com | (650) 272-1498
https://www.linkedin.com/in/heatherrdavies | https://heatherdavies.org

PROFESSIONAL SUMMARY: Interaction Designer with a strong foundation in graphic design, UX/UI, and human-centered design. Experienced in crafting intuitive, accessible user interfaces and leveraging both qualitative and quantitative research to uncover user needs, behaviors, and emotions. Adept at translating insights into product strategies that enhance quality, usability, and simplicity across design solutions. Passionate about creating purposeful, research-driven products that enhance usability, accessibility, and overall performance. Collaborates effectively with multidisciplinary teams to deliver digital experiences— from concept through execution.

EDUCATION: **Boston University** – Boston, MA
B.F.A in Graphic Design, Minor in Psychology (Expected May 2025)
Relevant Coursework: UX/UI Tech Innovation, Visual Elements of UI Design, Typography, Cognitive Psychology, Engineering Psychology
Certifications: Google UX Design, Google Project Management

SKILLS & EXPERTISE
UX/UI & Human-Centered Design:
Wireframing | Prototyping | Design Systems | Journey Mapping | Personas | Usability Testing | Accessibility | MVP Design | UI Standards & Digital Best Practices | User Research | Customer Interviews | A/B Testing | Data Analysis | Service Blueprints | Agile
Technical & Design Tools:
Figma | Sketch | Adobe Creative Cloud | Photoshop | Illustrator | Sketch | InVisio | Principle | React.js | Adobe AEM | CMS Platforms
Cross-Functional Collaboration:
Stakeholder Engagement | Team Facilitation | Project Management | Communication Strategy | Storytelling | Process Optimization

EXPERIENCE
Digital Communications & UX Designer Boston University – AI Task Force Policy Dashboard | Sept 2024 - Present
- Designed and tested interactive dashboards to translate complex AI ethics data into intuitive user experiences for 400+ researchers.
- Created journey maps and wireframes, validated assumptions via usability testing, and implemented improvements through iterative design across multiple platforms (e.g., Android, iOS, and Web).
- Partnered with engineering and policy teams to establish HCD-informed digital roadmaps and accessible UI standards.

Marketing & UX Design Intern Cervera Real Estate, Miami, FL | Jun 2024 - Aug 2024
- Led redesign of responsive landing pages and email templates that increased agent engagement and sales performance.
- Applied HCD methods including competitor analysis, user journey evaluations, and stakeholder interviews.
- Used Figma and Adobe Creative Suite to maintain visual consistency and enhance usability across campaigns.

Communications & Branding Specialist Talentora – AI-Powered Recruiting | Jan 2025 - Present
- Developed UX strategies and branding initiatives for internal and external tools; improved agent onboarding and engagement.
- Collaborated with cross-functional teams to ideate, prototype, and test marketing materials and web features.
- Designed digital experiences leveraging analytics, stakeholder feedback, and agile development practices.

PROJECTS
CryptoTracker and Sentiment App
- Created real-time crypto dashboard integrating Google Cloud NLP API to visualize news sentiment and market shifts.
- Led product UX from concept to MVP, employing wireframes, testing, and refinement cycles.

Boston Children's Hospital ALS Resource App
- Designed UI/UX for patient-centered digital tools and content resources, increasing engagement by 30%.
- Conducted research, defined user personas, and collaborated with healthcare professionals to validate design decisions.

Institute Website Redesign
- Led a strategic redesign initiative to align the website with the BU Office of Research branding, while preserving the Institute's unique identity
- Focused on enhancing user experience (UX) through simplified navigation, clear content architecture, and engaging visual design
- Implemented accessibility best practices to ensure inclusive access for all users (ADA/WCAG compliance)
- Collaborated with cross-functional teams to define project goals, target audience needs, and functional requirements
- Developed and applied a modular content strategy, making updates more intuitive and efficient for non-technical staff