

DEBBIE WAGER

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PROFILE

I'm a Portland, Oregon based visual product designer with 15+ years of visual design background. I design user friendly digital products by leveraging my experience in graphic design, branding, user experience and user interface. I love helping people, problem solving, and human behaviors.

SOFTWARE

Figma, Sketch, InVision, Photoshop, InDesign, Illustrator, Premiere, After Effects, Keynote.

SKILLS

Interface Design, Interaction Design, Grid Systems, Typography, Style Guides, Storyboarding, Userflows, Wireframes, Design Patterns, Prototypes, User Interview, Usability Testing, HTML, CSS.

EDUCATION

General Assembly

User Experience, Dec 2017

New York University

MPS in Interactive

Telecommunications Program,

May 2000

The Ohio State University

BSID in Visual Communication

Design, June 1997

Brands I've worked with:

Taco Bell, Carter-Hoffmann, Vitamix, NutriBullet, Adidas, Xbox, Microsoft, Widmers Brothers Brewing, Kona Brewing Company.

EXPERIENCE

UX Designer (Freelance), February 2021-Present

SmartBug Media, Newport Beach, CA, Inbound® marketing agency.

- Create UX strategies for clients in industries such as SaaS and education.
- Responsibilities include: UX Research, user journey mapping, brand narrative, persona discovery, industry/comparative analysis, and information architecture design.

Visual/UI Designer (Contract), December 2020-Present

DispatchTrack, San Jose, CA, logistics technology company.

Working on company's website, marketing assets, and mobile app redesign.

UI/UX Designer, March 2014 – March 2020

Perfect Company, Vancouver, WA, start-up software company.

- Collaborated with a small team in Agile environment to create enterprise kitchen softwares for *Taco Bell & Carter-Hofmann*.
- Designed user interface and interaction for Perfect Drink, Perfect Bake, Vitamix Perfect Blend—interactive recipe systems that include a smart scale and an app—altogether sold over 500K units with \$12.5M revenue.
- Involved in: user research, user stories, flows, wireframes, interface & interaction design, visual design, design systems, prototypes, usability tests, design document creation, as well as digital marketing.
- Established internal workflow that increased company's efficiency, improved process and saved time.

Digital Designer, December 2010 – March 2014

Roundhouse Agency, Portland, OR, creative agency.

- Responsible for visually updating and maintaining both mobile and desktop websites and interactive store displays for *adidas* originals, sports performance and NEO accounts.
- Worked on multiple *Xbox* social media projects and website ads.
- Mentored younger designers.

Interaction Designer, May 2009 – November 2010

InstantAction, Portland, OR, web-based game company.

- Involved in company branding and website.
- Created site design mocks, wireframes, advertisements.
- Created assets for InstantAction's online web-based games.

Senior Designer, May 2006 – December 2008

Hot Tomali Communications, Vancouver, BC, digital marketing agency.

Created branding and website design for several tourism destinations and non-profit organizations.

Multimedia Designer, September 2005 – May 2006

Guide Productions, Vancouver, BC, design agency.

UI designer for medical software and product packaging designer.

Art Director, June 2002 – May 2003

OgilvyOne Worldwide-Jakarta, Indonesia, advertising agency.

Worked closely with a copywriter concepting and creating ad campaigns and direct marketing materials for clients such as *Nestlé* and *Dove*. I also directed photo and video shoots.