

Holly Tunison

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SUMMARY

UX/UI Designer and M.S. UX student focused on user research, interface design, and accessibility. Committed to crafting intuitive, impactful digital experiences through seamless design handoffs and strong cross-functional collaboration.

EDUCATION

M.S. User Experience Expected Graduation: Aug 2025
Arizona State University, Tempe, AZ 4.00 GPA

B.A. Communications Aug 2020
University of Colorado, Denver, CO 3.10 GPA

TECHNICAL SKILLS

UX/UI Design: Usability Testing, Wireframing, Research, Accessibility, Prototyping, Responsive Web and App Design

Web Development: HTML5, CSS3, JavaScript (ES6+), React.js, Bootstrap, Tailwind.css, Git, WordPress, Webflow, AEM

Tools: Adobe Creative Cloud, Figma, Miro, UsabilityHub, Balsamiq, GitHub, Visual Studio Code, Jira, Google Drive, Zeplin, Jira

Certifications: Project Management Certificate ASU (2024), UX/UI Design Certification CareerFoundry (2021)

PROFESSIONAL EXPERIENCE

Bluewebshop, Raleigh, NC: UX Designer and Frontend Developer Jun 2020 – Present
(Freelance, Part-time)

Responsible for designing and developing tailored solutions for businesses using WordPress, incorporating UX design, frontend development, and marketing strategies.

- Redesigned and currently managing Dr. Michael Schmidt's website to effectively showcase his expertise in microbiology and aerospace, improving content organization, visual appeal, user engagement, and accessibility.
- Redesigned and optimized a website for DLS Power Washing using WordPress, increasing customer inquiries by 25%, and assisted in user research, usability testing, and SEO strategies.

EPICS, Tempe, AZ: UX/UI Designer Jun 2024 – Aug 2024
(Online Summer Internship, 20 hours per week)

Served as Product Owner and UX/UI Designer to effectively gather and organize requirements during Phase 1 of the AI-driven school safety platform, Hawkeye EDS.

- Led the development of initial design iterations for a community alert app and web portal using Figma, guided by comprehensive competitor analysis.
- Managed timelines, maintained documentation, and facilitated cross-functional collaboration to ensure a seamless handoff to the next team of designers and developers for further development in the fall semester.

First Citizens Bank, Raleigh, NC: Contract UX Designer Mar 2022 – Sep 2022
(Full-time, 40 hours per week)

Enhanced banking UX with journey mapping, AEM, Figma, user testing, and Scrum methodologies.

- Created a millennial wealth persona workshop using Qualtrics and Jira, improving marketing outreach by 35%, and designed solutions for social share and jump links using Figma.
- Directed visual enhancements in software and developed usability guidelines using Zeplin and Jira, providing visual guides and specifications for developers.

PROJECTS

Originovel: Website Redesign 01/2024 – 4/2024

Redesigned the event website in Figma and implemented it using Tailwind CSS, identifying usability and accessibility issues through quantitative and qualitative UX research. Made strategic recommendations to enhance the site's design, user experience, and accessibility.

H&M Plumbing: Website Redesign 01/2021 – 4/2021

Custom-designed the website in Figma with unique components and icons to improve user experience and visual appeal. Refined site navigation and enhanced accessibility features to better engage users and attract potential clients.