

Marny Boardman

SENIOR USER EXPERIENCE ENGINEER

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marnyboardman.com

SUMMARY

Skilled and creative UX Engineer with 18+ years of experience in designing and developing user-friendly and responsive web and mobile applications. Passionate about and proficient in prototyping, CSS/SASS/HTML, and accessibility.

EXPERIENCE

UX Engineer III, UW Credit Union - 2022-Present

UX Engineer II, UW Credit Union - 2018-2022

UI Developer, UW Credit Union - 2015-2018

Interactive Media Specialist, American Family Insurance - 2010-2015

Web Designer & Other Positions, American TV & Appliance - 1998-2010

TOOLKIT

UX – Prototyping, User Flows, Information Architecture, User Journey Maps, Wireframes, Site Maps, User Testing, Interaction Design

Development – HTML, CSS/SASS, JavaScript/Jquery, Web Accessibility

Software – Adobe CS, MS Visual Studio, MS Office Suite, Deque & more

Other – Leadership Program 2022-23

EDUCATION

University of Wisconsin-Whitewater 1993-1997

Degree: B.A. Art-Graphic Design Emphasis

Royal College of Art-London, England July 1996

Studied: Photography & British Art History

Madison Area Technical College 2005

Studied: CSS & HTML

RESPONSIBILITIES

Assist and mentor other UI/UX designers with user-centered design processes, best practices and methods.

Consult with business teams to understand the business strategy, project goals, objectives, functional requirements, and project success metrics and constraints

Design and develop a variety of digital experiences including desktop/mobile websites, sales and service applications, mobile applications

Design end-to-end digital experiences for desktop and mobile devices including: site navigation, page layouts, UI components, user interactivity, etc.

Utilize user-centered design methodologies to learn the needs of the consumer including interviews, user surveys, focus groups, usability testing, and field research

Create high-fidelity prototypes based on research, user tests and business needs

Effectively communicate UX design strategies and interaction based on user needs, business needs and technology

Manage and maintain a digital style guide and pattern library compatible with all browsers and devices

Create low-fidelity designs to illustrate the end-to-end user experience including: sketches, user flows, sitemaps and wireframes

Work collaboratively and iteratively testing proposed designs gathering feedback from users and business partners

Contribute in the discussion and execution user tests to drive continuous improvements

Collaborate closely with other front-end developers and software engineers on design-build cycles